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SURVEYS OF CONSUMER ATTITUDES

MONITORING
ECONOMIC CHANGE
PROGRAM

SURVEY RESEARCH CENTER
UNIVERSITY OF MICHIGAN

Institute for Social Research

TABLES AND CHARTS

DECEMBER 1984

The December 1984 survey is the 195th in a series of surveys of consumer attitudes conducted by the Survey Research Center at The University of Michigan. Initiated in 1946, these periodic surveys provide regular assessments of consumer attitudes and expectations, and are used to evaluate economic trends and prospects. The surveys are designed to explore why changes in consumer attitudes and expectations occur, and how these changes influence consumer spending and saving decisions.

Two charts highlight recent changes and historical patterns for most questions. Both recent change charts and historical series charts include quarterly data before 1978, and 3 month averages starting in January of 1978. See the explanatory charts at the end of this book for a detailed description.

All surveys are subject to sampling error because not all members of the population are interviewed. Most results on the total sample for this monthly survey will differ by no more than 4 percentage points in either direction from what would have been obtained by using the same methods on the entire population. See the back of this book for sampling error information.

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CHART 1 - RECENT CHANGES
THE INDEX OF CONSUMER SENTIMENT

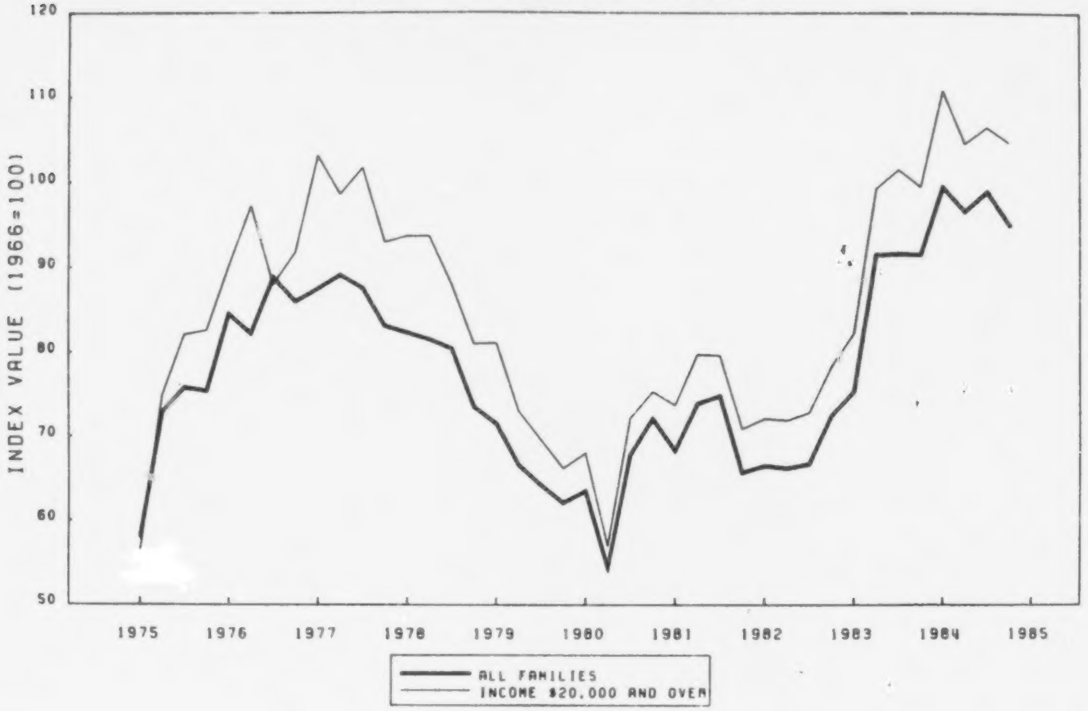


CHART 1 - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT

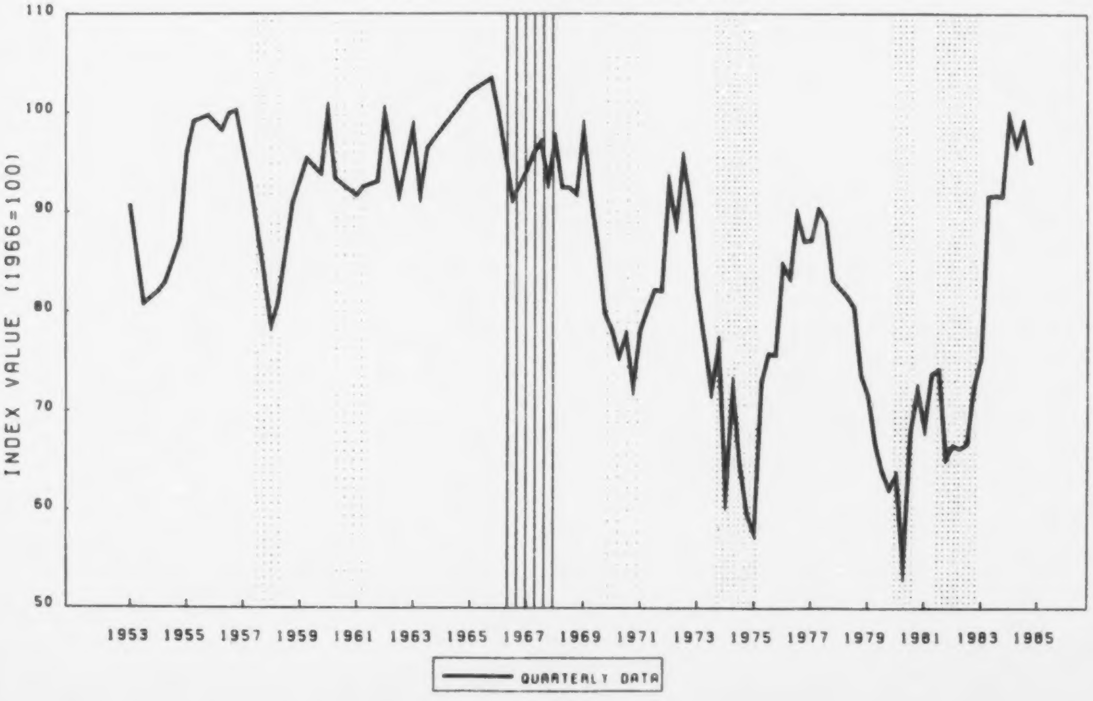


TABLE 1

THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY	All families	Families with incomes over $20,000	Families with incomes over $25,000
Oct.-Dec. 1977	83.1	94.0	95.5
Jan.-Mar. 1978	82.3	93.7	96.2
Apr.-June 1978	81.5	91.4	92.5
July-Sep. 1978	80.4	88.0	88.3
Oct.-Dec. 1978	73.5	81.0	83.0
Jan.-Mar. 1979	71.5	81.1	81.7
Apr.-June 1979	66.6	73.0	75.5
July-Sep. 1979	63.9	69.6	71.2
Oct.-Dec. 1979	62.1	66.7	69.5
Jan.-Mar. 1980	63.5	68.0	69.6
Apr.-June 1980	54.4	57.0	58.1
July-Sep. 1980	67.8	72.2	73.3
Oct.-Dec. 1980	72.1	75.3	78.3
Jan.-Mar. 1981	68.3	73.7	76.1
Apr.-June 1981	73.9	79.7	82.0
July-Sep. 1981	74.8	79.6	80.1
Oct.-Dec. 1981	65.7	70.9	71.8
Jan.-Mar. 1982	66.5	72.1	72.8
Apr.-June 1982	66.2	71.9	73.6
July-Sep. 1982	66.7	72.8	74.6
Oct.-Dec. 1982	72.5	78.3	80.8
Jan.-Mar. 1983	75.3	82.2	83.0
Apr.-June 1983	91.5	99.3	100.8
July-Sep. 1983	91.6	101.5	104.1
Oct.-Dec. 1983	91.5	99.5	101.7
Jan.-Mar. 1984	99.5	110.8	113.2
Apr.-June 1984	96.6	104.6	105.7
July-Sep. 1984	98.9	106.5	107.9
Oct.-Dec. 1984	95.0	104.7	106.3

CHART 2A - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT WITHIN REGIONS

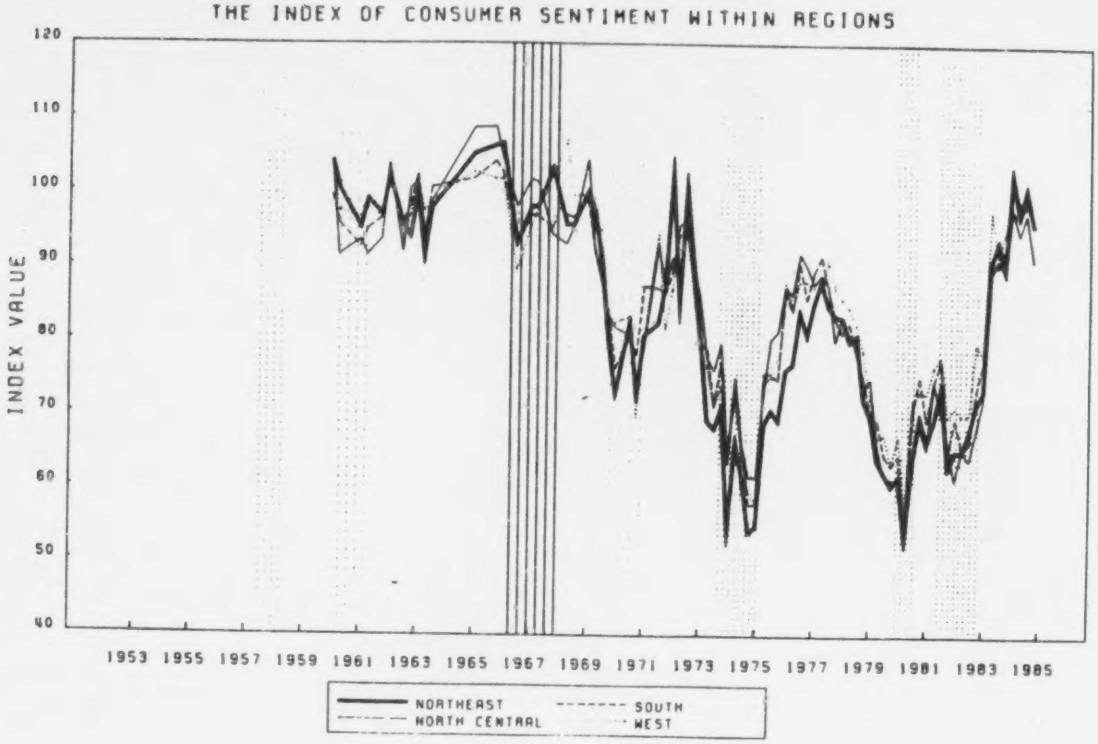


CHART 2B - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT WITHIN AGE GROUPS

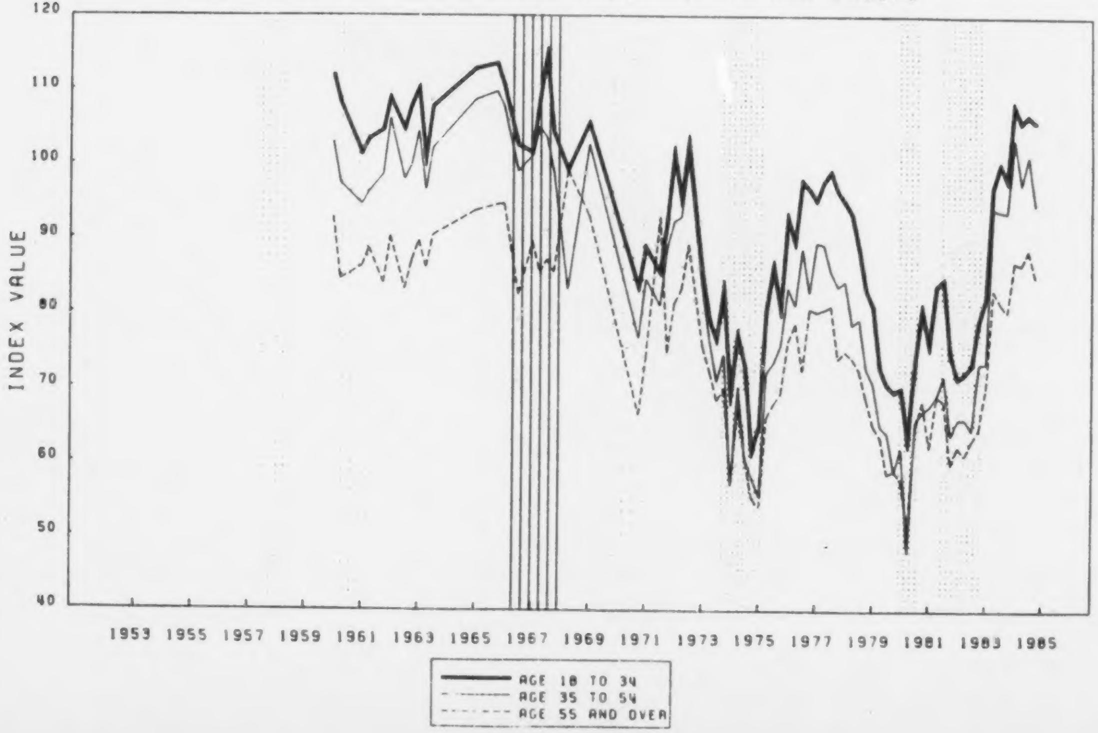


TABLE 2

INDEX OF CONSUMER SENTIMENT WITHIN REGION AND AGE SUBGROUPS

	CENSUS REGION				AGE OF RESPONDENT		
DATE OF SURVEY	North East	North Central	South	West	18-34	35-54	55+
Oct.-Dec. 1977	83.4	80.0	83.1	87.2	96.3	83.5	73.8
Jan.-Mar. 1978	81.9	81.4	80.9	85.8	95.0	81.9	73.6
Apr.-June 1978	79.6	80.7	81.8	84.4	92.9	78.1	73.6
July-Sep. 1978	81.4	78.8	78.9	84.3	88.9	79.8	73.1
Oct.-Dec. 1978	71.3	72.9	74.0	77.0	81.6	71.3	67.8
Jan.-Mar. 1979	69.0	74.5	70.3	71.8	80.5	70.0	64.7
Apr.-June 1979	63.3	65.7	69.3	66.9	72.4	64.9	63.3
July-Sep. 1979	62.1	62.1	64.4	67.4	70.4	63.9	58.5
Oct.-Dec. 1979	60.3	61.3	63.2	63.3	69.5	58.7	58.9
Jan.-Mar. 1980	61.6	61.1	64.6	67.1	70.4	61.7	57.6
Apr.-June 1980	53.3	55.6	52.1	57.3	63.1	47.9	51.1
July-Sep. 1980	63.7	64.3	70.3	72.1	73.5	65.4	64.7
Oct.-Dec. 1980	69.7	68.8	75.2	73.2	80.5	66.8	68.1
Jan.-Mar. 1981	66.4	65.4	69.2	73.0	75.7	67.5	62.0
Apr.-June 1981	69.3	74.4	74.6	76.7	83.6	68.8	68.8
July-Sep. 1981	73.7	70.7	77.4	78.0	84.5	71.5	68.2
Oct.-Dec. 1981	62.9	66.0	64.8	69.8	74.3	63.6	59.7
Jan.-Mar. 1982	65.1	61.2	69.5	71.1	71.2	65.7	62.1
Apr.-June 1982	65.0	65.4	65.5	70.0	71.9	65.8	60.9
July-Sep. 1982	67.8	63.9	66.2	70.2	73.0	64.3	62.9
Oct.-Dec. 1982	71.5	68.0	73.3	79.7	78.9	73.2	64.5
Jan.-Mar. 1983	73.3	72.2	77.4	78.1	81.9	73.3	70.0
Apr.-June 1983	90.8	89.1	91.0	97.5	96.9	94.0	83.1
July-Sep. 1983	93.5	91.2	90.2	91.6	100.0	93.7	81.3
Oct.-Dec. 1983	89.7	89.4	92.7	94.7	97.9	95.3	80.1
Jan.-Mar. 1984	102.6	97.9	97.7	100.7	108.0	103.4	86.8
Apr.-June 1984	97.1	94.6	96.6	99.0	105.7	97.3	86.5
July-Sep. 1984	100.8	97.3	99.2	98.2	106.7	101.1	88.5
Oct.-Dec. 1984	95.9	91.0	96.6	96.6	105.8	94.5	84.8

CHART 3 - RECENT CHANGES
CURRENT AND EXPECTED COMPONENTS

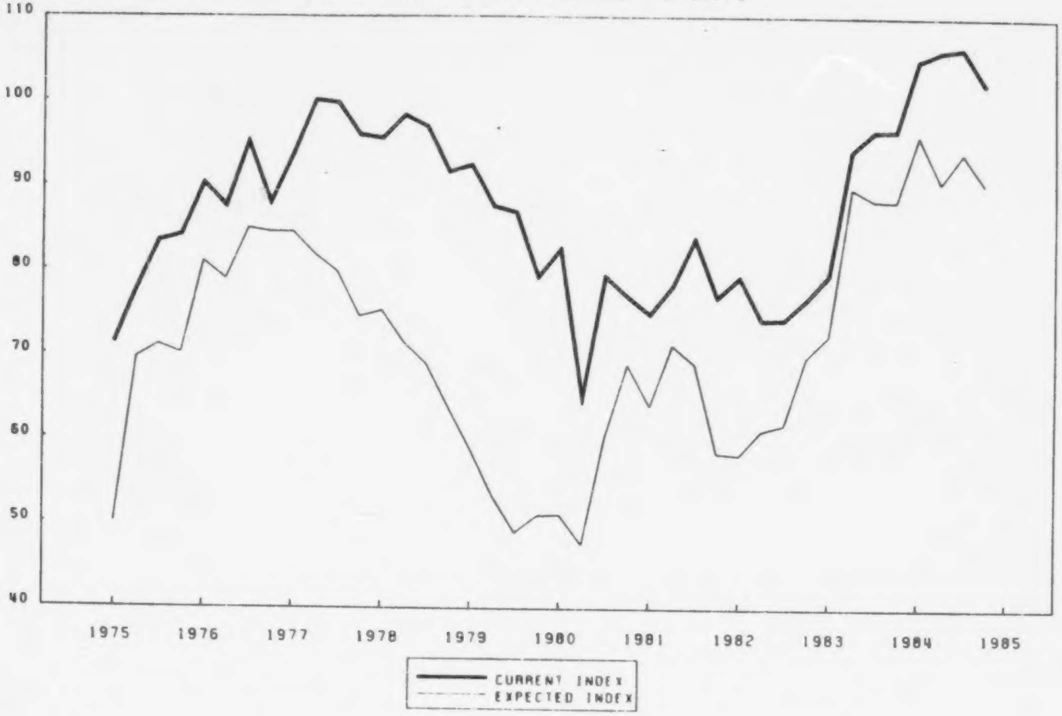


CHART 3 - HISTORICAL SERIES
CURRENT AND EXPECTED COMPONENTS

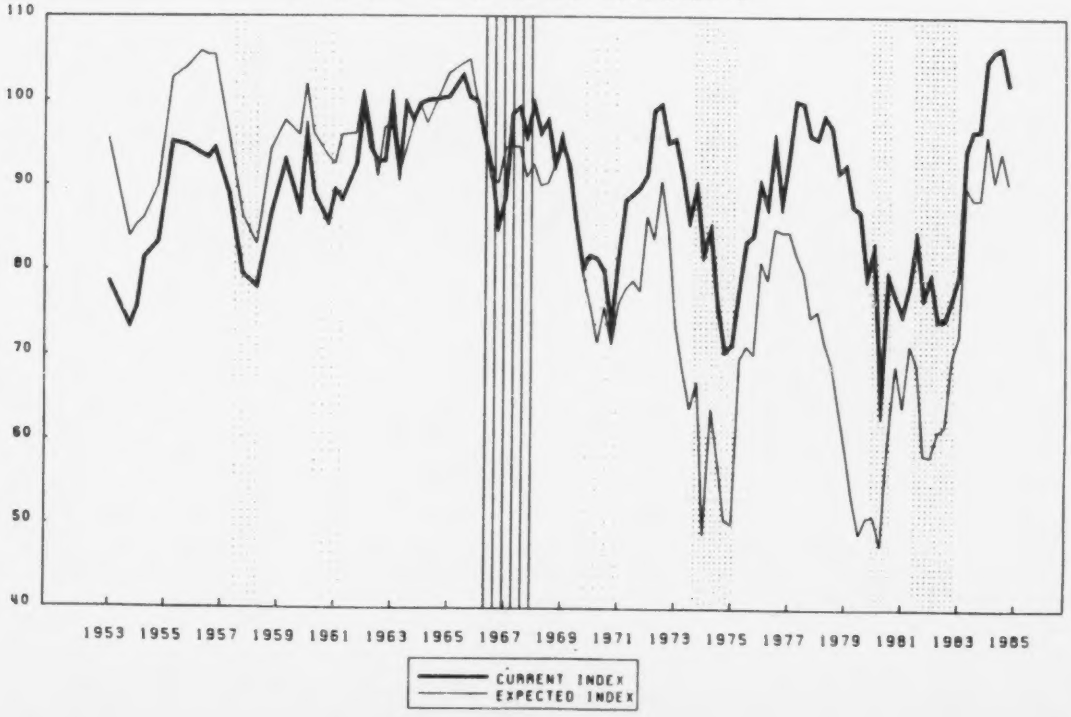


TABLE 3

COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT

	INDEX COMPONENTS +						
	Personal finances		Business conditions				
DATE OF SURVEY	Current (1)	Expected (2)	12 months (3)	5 years (4)	Buying conds. (5)	Current Index (1,5)	Expected Index (2,3,4)
Oct.-Dec. 1977	107	107	104	85	139	96.0	74.7
Jan.-Mar. 1978	104	110	102	82	140	94.9	74.1
Apr.-June 1978	105	108	98	74	147	98.2	70.7
July-Sep. 1978	106	111	94	70	144	97.2	69.6
Oct.-Dec. 1978	99	102	79	66	132	90.2	62.8
Jan.-Mar. 1979	98	99	68	61	138	92.2	58.1
Apr.-June 1979	89	92	58	57	135	87.6	53.2
July-Sep. 1979	92	96	48	46	131	87.0	49.0
Oct.-Dec. 1979	84	98	50	51	119	79.4	51.0
Jan.-Mar. 1980	86	99	50	49	126	82.6	51.1
Apr.-June 1980	77	98	35	51	88	65.0	47.6
July-Sep. 1980	91	111	64	62	111	79.4	60.3
Oct.-Dec. 1980	83	109	81	83	113	77.0	68.9
Jan.-Mar. 1981	82	106	70	75	109	74.9	64.0
Apr.-June 1981	88	114	89	79	112	78.2	71.2
July-Sep. 1981	98	115	84	74	117	83.8	69.0
Oct.-Dec. 1981	91	110	59	61	106	76.9	58.4
Jan.-Mar. 1982	91	111	55	65	114	79.3	58.2
Apr.-June 1982	91	113	61	69	100	74.2	61.1
July-Sep. 1982	89	113	64	69	102	74.3	61.8
Oct.-Dec. 1982	90	119	77	83	107	76.7	69.8
Jan.-Mar. 1983	91	119	92	78	114	79.6	72.4
Apr.-June 1983	106	132	131	99	137	94.2	89.8
July-Sep. 1983	109	125	130	100	141	96.5	88.4
Oct.-Dec. 1983	113	125	131	99	137	96.6	88.3
Jan.-Mar. 1984	119	131	146	109	153	104.9	96.0
Apr.-June 1984	121	126	133	106	154	106.0	90.5
July-Sep. 1984	122	128	137	113	153	106.4	94.0
Oct.-Dec. 1984	119	127	132	104	146	102.2	90.3

(1) : See Table 4.
(2) : See Table 6.
(3) : See Table 18.
(4) : See Table 19.
(5) : See Table 26.

+ : Percent saying "GOOD TIMES" (or "BETTER"), minus percent saying "BAD TIMES" (or "WORSE"), plus 100.

CHART 4 - RECENT CHANGES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

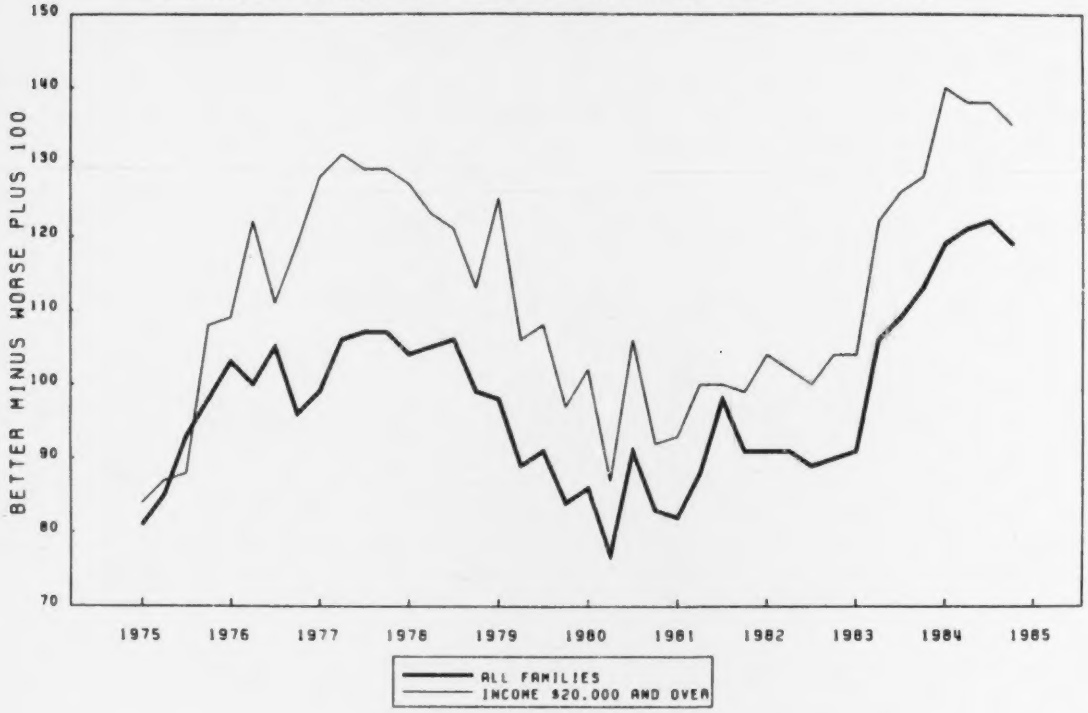


CHART 4 - HISTORICAL SERIES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

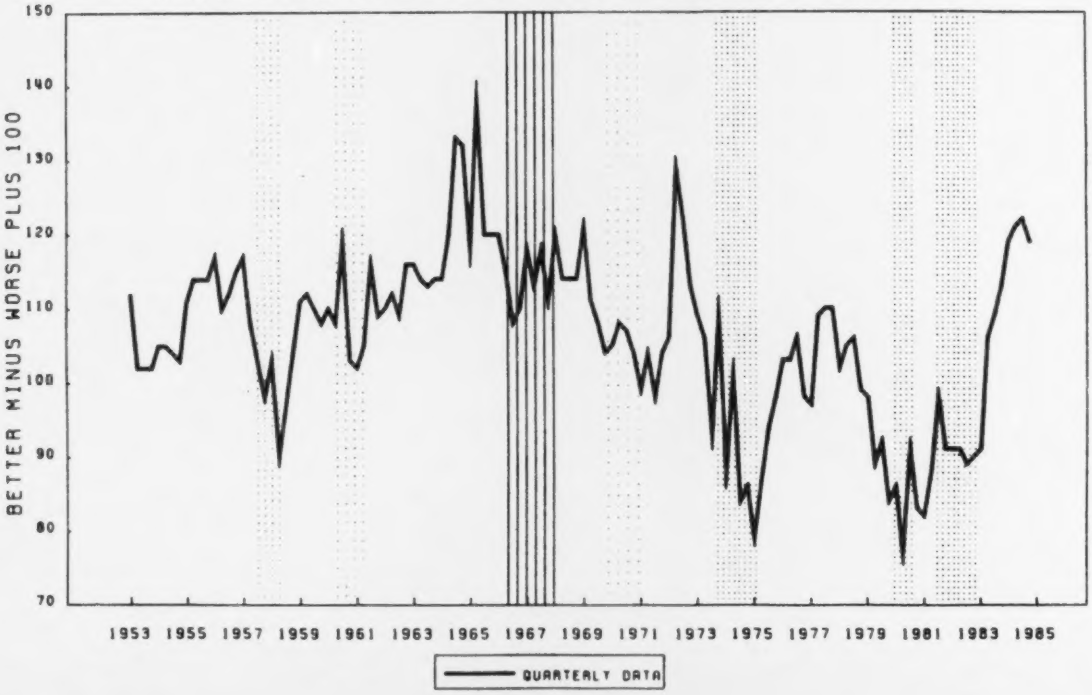


TABLE 4

CURRENT FINANCIAL SITUATION COMPARED TO A YEAR AGO

	Oct-Dec. 1981	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984
A. ALL FAMILIES													
BETTER OFF	31%	31%	30%	30%	31%	30%	37%	38%	40%	45%	45%	45%	44%
SAME	29	28	32	28	28	31	32	33	33	30	31	32	30
WORSE OFF	39	40	38	41	41	39	31	29	27	25	23	23	26
DK,NA	1	1	*	1	*	*	*	*	*	*	1	*	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
BETTER OFF	34%	38%	37%	36%	40%	37%	47%	48%	48%	57%	55%	54%	54%
SAME	31	27	29	29	25	30	29	29	32	26	28	30	27
WORSE OFF	35	34	34	35	35	33	24	23	20	17	17	16	19
DK,NA	*	1	*	*	*	*	*	*	*	*	*	*	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?"

* : Less than half of one percent.

CHART 5 - RECENT CHANGES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

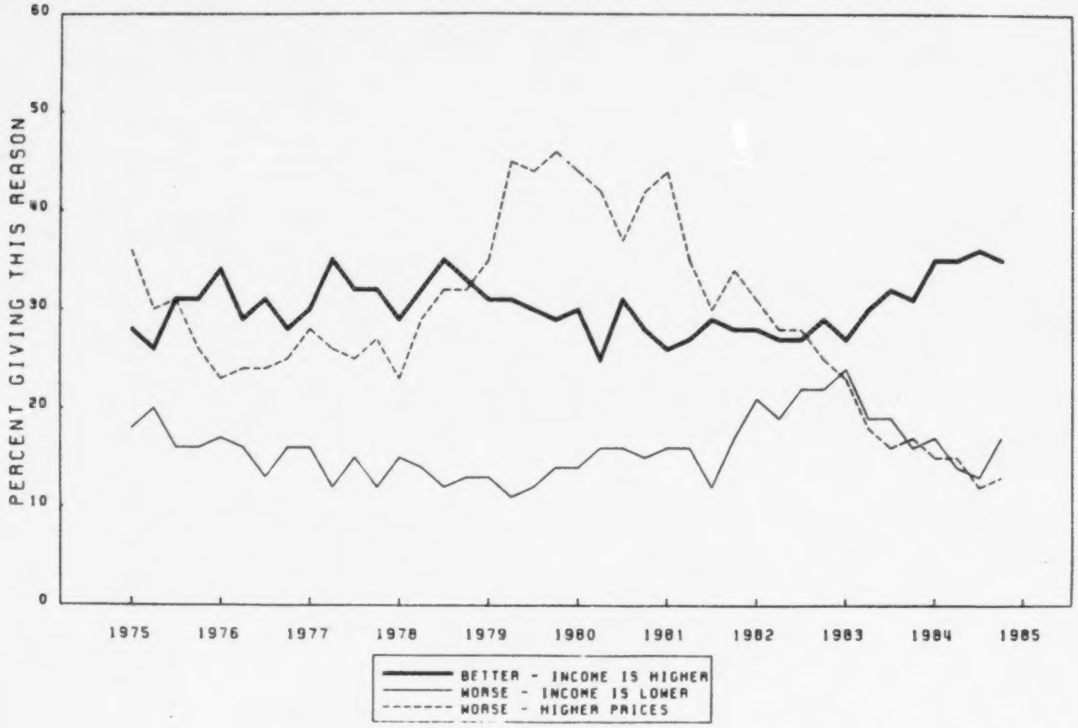


CHART 5 - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

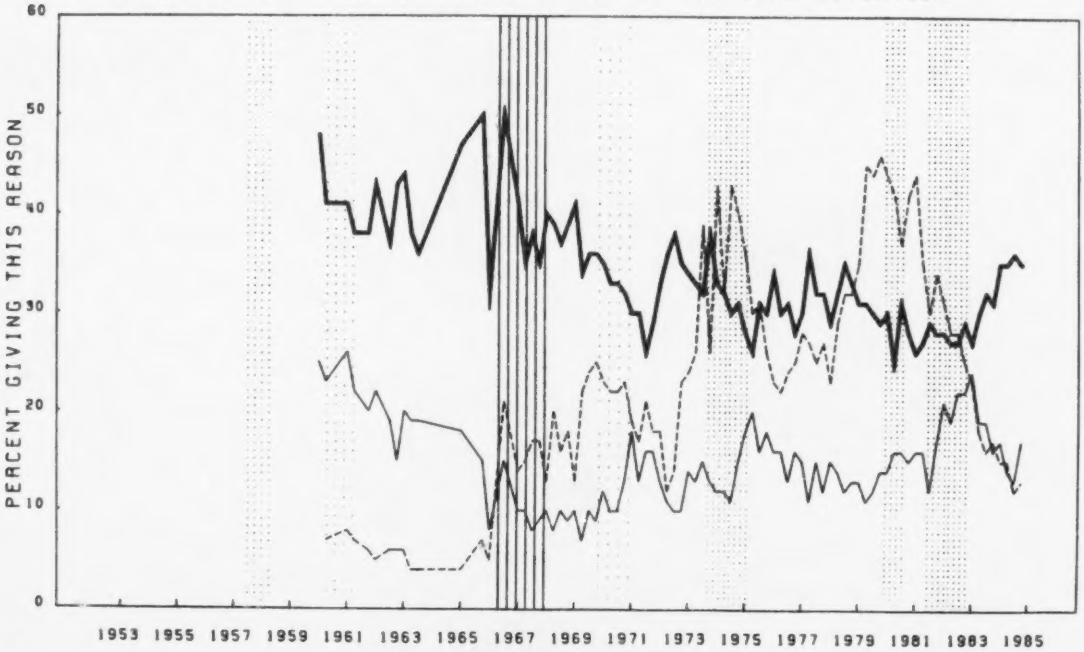


TABLE 5

SELECTED REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION +

	Oct-Dec. 1981	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec 1984
A. ALL FAMILIES													
BETTER OFF THAN YEAR AGO:													
Income is higher	28%	28%	27%	27%	29%	27%	30%	32%	31%	35%	35%	36%	35%
WORSE OFF THAN YEAR AGO:													
Income is lower	17	21	19	22	22	24	19	19	16	17	14	13	17
Higher prices	34	31	28	28	25	23	18	16	17	15	15	12	13
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
BETTER OFF THAN YEAR AGO:													
Income is higher	35%	36%	35%	33%	37%	34%	38%	43%	38%	46%	43%	45%	45%
WORSE OFF THAN YEAR AGO:													
Income is lower	14	17	19	22	21	22	17	17	13	12	12	10	16
Higher prices	33	29	26	24	23	20	15	12	14	10	11	10	9

Responses to the query: "Why do you say so?" following the question on Table 4.

+ : May add to more than 100% due to multiple mentions.

CHART 6 - RECENT CHANGES
EXPECTED CHANGE IN FINANCIAL SITUATION

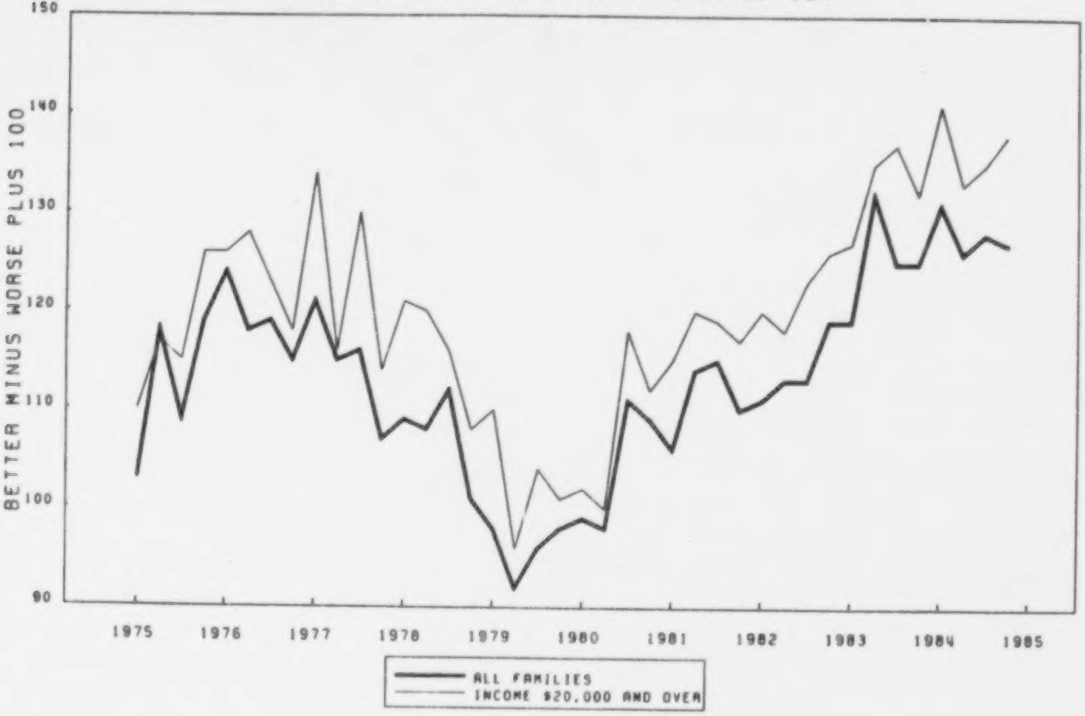


CHART 6 - HISTORICAL SERIES
EXPECTED CHANGE IN FINANCIAL SITUATION

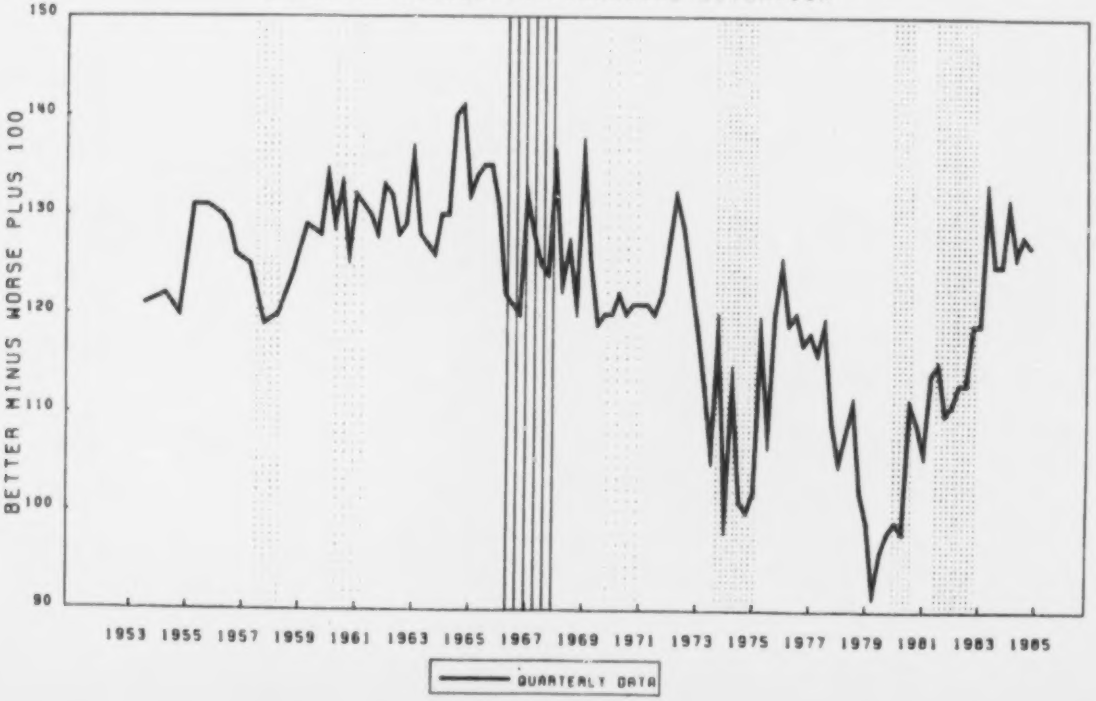


TABLE 6

EXPECTED CHANGE IN FINANCIAL SITUATION

	Oct-Dec. 1981	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984
A. ALL FAMILIES													
BETTER OFF	29%	30%	32%	31%	35%	35%	40%	36%	37%	41%	37%	37%	38%
SAME	48	47	46	48	45	46	49	49	48	46	49	50	48
WORSE OFF	20	19	18	18	16	16	8	11	11	10	12	9	11
DK,NA	3	4	4	3	4	3	3	4	4	3	2	4	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
BETTER OFF	31%	36%	34%	37%	39%	40%	43%	44%	41%	48%	42%	43%	45%
SAME	51	46	47	47	45	44	47	46	48	44	47	47	46
WORSE OFF	15	16	17	14	14	14	8	7	9	7	10	8	7
DK,NA	3	2	2	2	2	2	2	3	2	1	1	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?"

CHART 7 - RECENT CHANGES
TREND IN PERSONAL FINANCIAL SITUATION

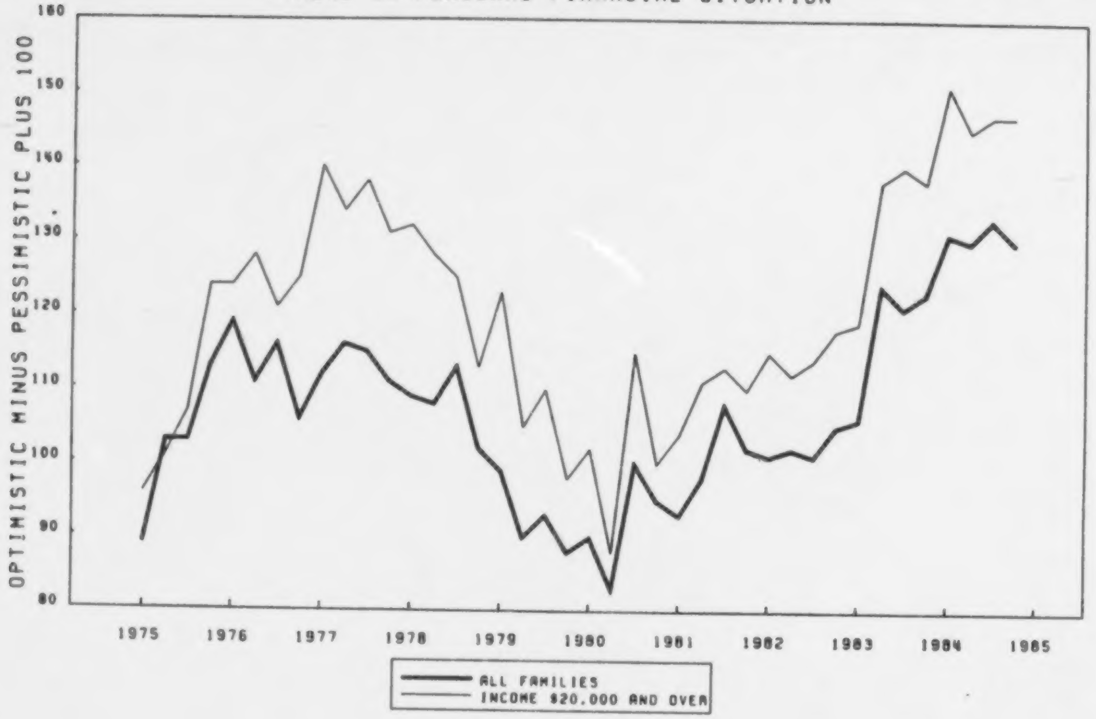


CHART 7 - HISTORICAL SERIES
TREND IN PERSONAL FINANCIAL SITUATION

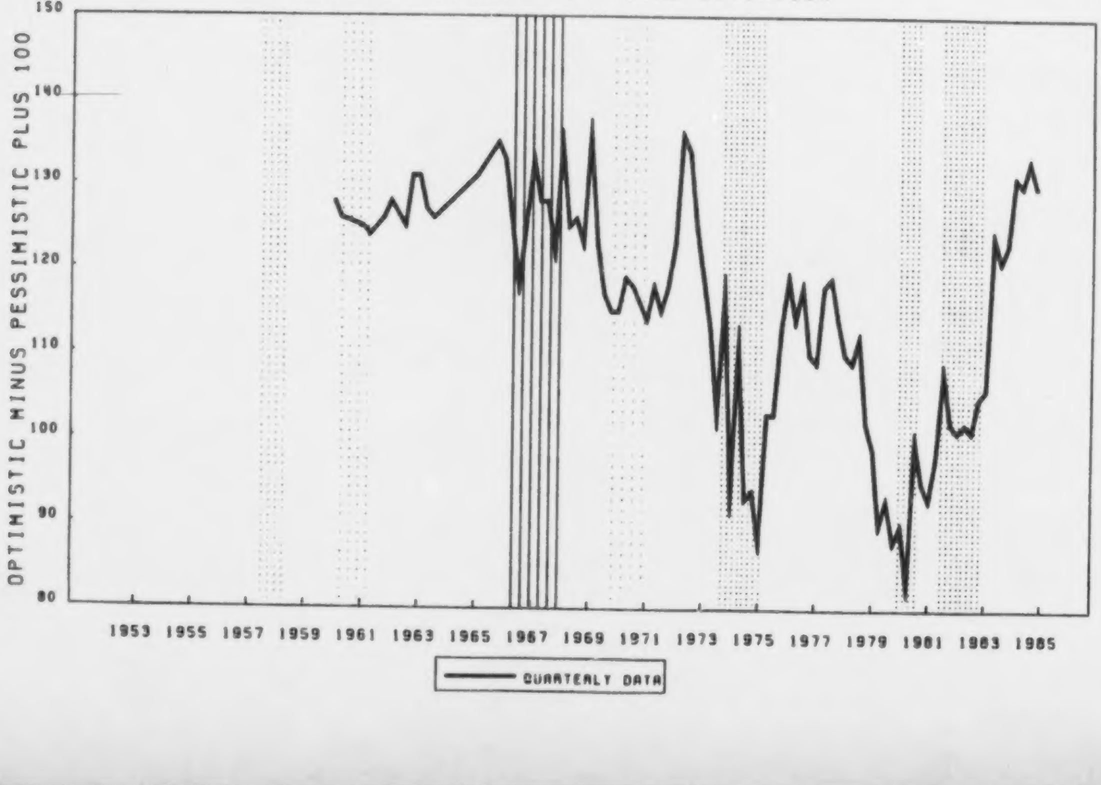


TABLE 7

TREND IN PERSONAL FINANCIAL SITUATION

	Oct-Dec. 1981	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984
A. ALL FAMILIES													
PERSONAL FINANCIAL PROGRESS:													
Continuous increase (a)	13%	14%	13%	15%	16%	15%	18%	19%	20%	24%	22%	24%	22%
Intermittent increase (b)	22	20	21	19	20	21	25	25	24	26	26	27	28
Remain unchanged (c)	16	16	17	17	15	16	19	19	20	16	20	19	17
Intermittent decline (d)	20	22	22	22	20	21	17	17	16	16	13	14	15
Continuous decline (e)	13	12	11	12	11	9	4	6	6	4	5	5	5
Mixed change (f)	13	12	12	11	14	14	13	10	10	10	12	7	10
DK,NA	3	4	4	4	4	4	4	4	4	4	2	4	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
PERSONAL FINANCIAL PROGRESS:													
Continuous increase (a)	15%	18%	16%	19%	20%	19%	23%	25%	25%	32%	27%	29%	28%
Intermittent increase (b)	24	24	25	23	24	25	30	31	28	31	31	31	33
Remain unchanged (c)	18	15	16	16	14	15	16	16	20	15	17	17	13
Intermittent decline (d)	20	19	20	19	17	18	13	12	11	10	10	10	12
Continuous decline (e)	9	9	9	9	9	7	4	3	4	2	3	3	3
Mixed change (f)	11	13	12	12	13	14	12	10	10	9	11	8	9
DK,NA	3	2	2	2	3	2	2	3	2	1	1	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Combination of the responses to the questions on Tables 4 and 6.

Key: (a) Better off financially than a year ago/Better off a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 8 - RECENT CHANGES
MEDIAN EXPECTED CHANGE IN FAMILY INCOME

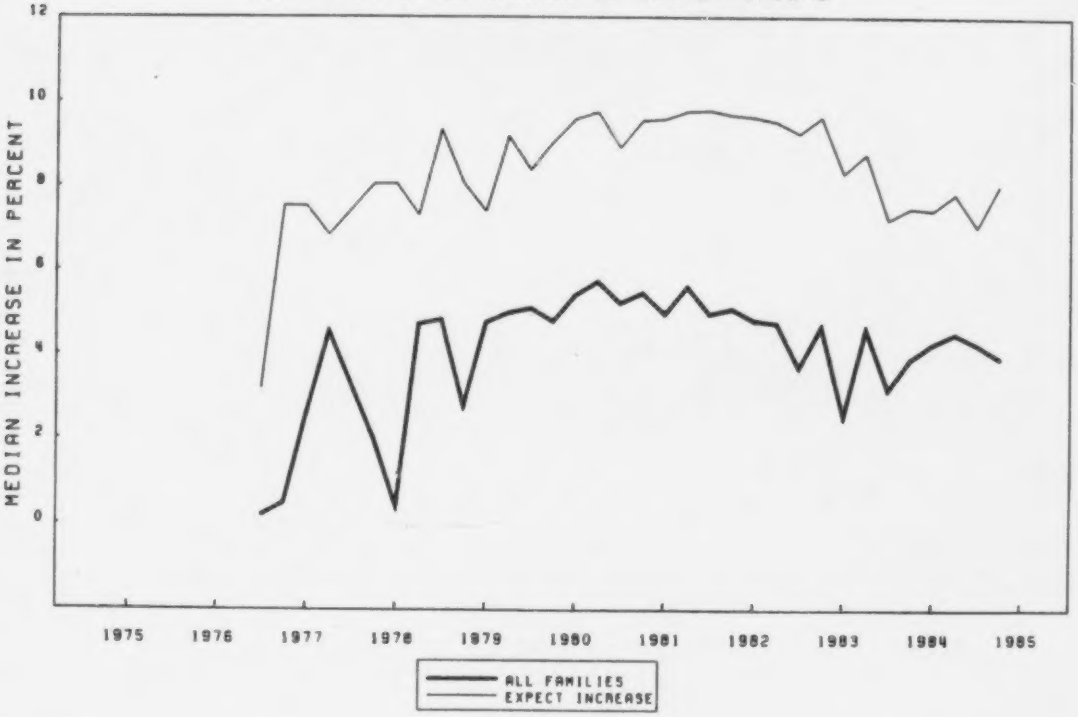


TABLE 8

EXPECTED FAMILY INCOME CHANGE DURING THE NEXT 12 MONTHS

	Oct- Dec 1981	Jan- Mar. 1982	Apr- June 1982	Jul- Sept 1982	Oct- Dec. 1982	Jan- Mar. 1983	Apr- June 1983	Jul- Sept 1983	Oct- Dec. 1983	Jan- Mar. 1984	Apr- June 1984	Jul- Sept 1984	Oct Dec 198
A. ALL FAMILIES													
EXPECT INCREASE:													
1-4%	6%	6%	6%	8%	6%	8%	9%	11%	12%	14%	11%	15%	12
5%	10	9	10	8	9	9	11	11	10	11	10	11	10
6-9%	10	11	11	10	9	9	11	8	9	9	9	10	8
10-24%	23	21	19	18	20	15	18	15	16	17	19	17	18
25% or more	7	7	7	7	8	7	8	8	7	8	8	7	8
DK how much up	5	5	6	5	6	5	4	5	6	5	5	4	6
EXPECT SAME	23	24	23	27	25	28	26	27	25	25	24	23	23
EXPECT DOWN	14	15	17	15	15	17	12	13	12	9	12	11	13
DK,NA	2	2	1	2	2	2	1	2	3	2	2	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
EXPECT INCREASE:													
1-4%	5%	7%	7%	9%	7%	9%	9%	11%	12%	15%	13%	15%	12%
5%	11	10	11	9	11	11	13	14	12	14	13	14	13
6-9%	13	14	12	13	12	12	14	12	13	12	13	13	11
10-24%	29	27	25	24	25	18	23	19	21	23	22	20	23
25% or more	6	6	5	6	7	7	5	8	5	8	6	6	7
DK how much up	6	4	5	3	5	5	3	4	4	4	3	3	5
EXPECT SAME	16	16	18	20	18	21	20	19	21	16	18	19	15
EXPECT DOWN	13	15	16	14	14	16	12	12	11	8	11	9	13
DK,NA	1	1	1	2	1	1	1	1	1	*	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The questions were: "During the next 12 months, do you expect your (family) income to be higher or lower than during the past year?" and "By about what percent do you expect your (family) income to increase during the next 12 months?"

* : Less than half of one percent.

CHART 9 - RECENT CHANGES
INCOME OR PRICES UP MORE DURING THE LAST YEAR

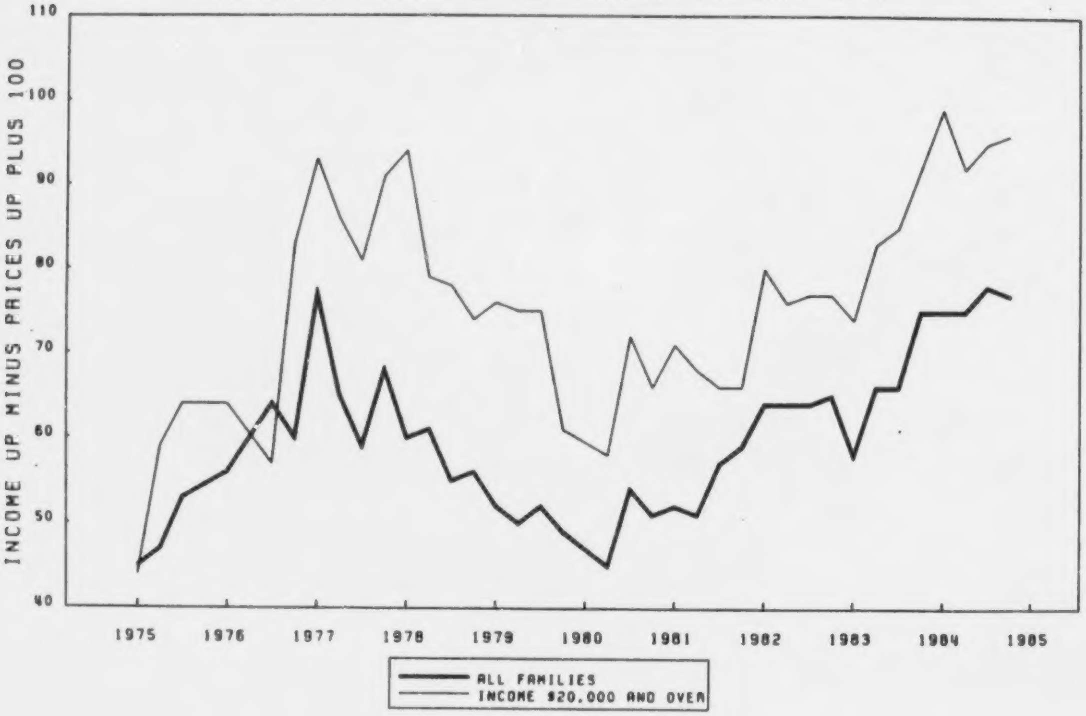


TABLE 9

PAST CHANGE IN REAL FAMILY INCOME

	Oct-Dec. 1981	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984
A. ALL FAMILIES													
INCOME UP MORE	15%	16%	16%	16%	16%	15%	17%	17%	22%	22%	20%	22%	22%
INCOME UP SAME	29	30	31	30	32	27	31	29	31	30	33	34	32
PRICES UP MORE	55	52	52	52	51	56	50	52	46	46	45	43	44
DK,NA	1	2	1	2	1	2	2	2	1	2	2	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
INCOME UP MORE	16%	24%	22%	22%	21%	21%	24%	26%	29%	33%	27%	28%	30%
INCOME UP SAME	33	32	33	32	34	31	35	33	33	32	36	38	35
PRICES UP MORE	50	44	45	45	44	47	41	41	37	34	36	33	34
DK,NA	1	*	*	1	1	1	*	*	1	1	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "During the last year or two, would you say that your (family) income went up more than prices, went up about the same as prices, or went up less than prices?"

* : Less than half of one percent.

CHART 10 - RECENT CHANGES
INCOME OR PRICES UP MORE DURING THE NEXT YEAR

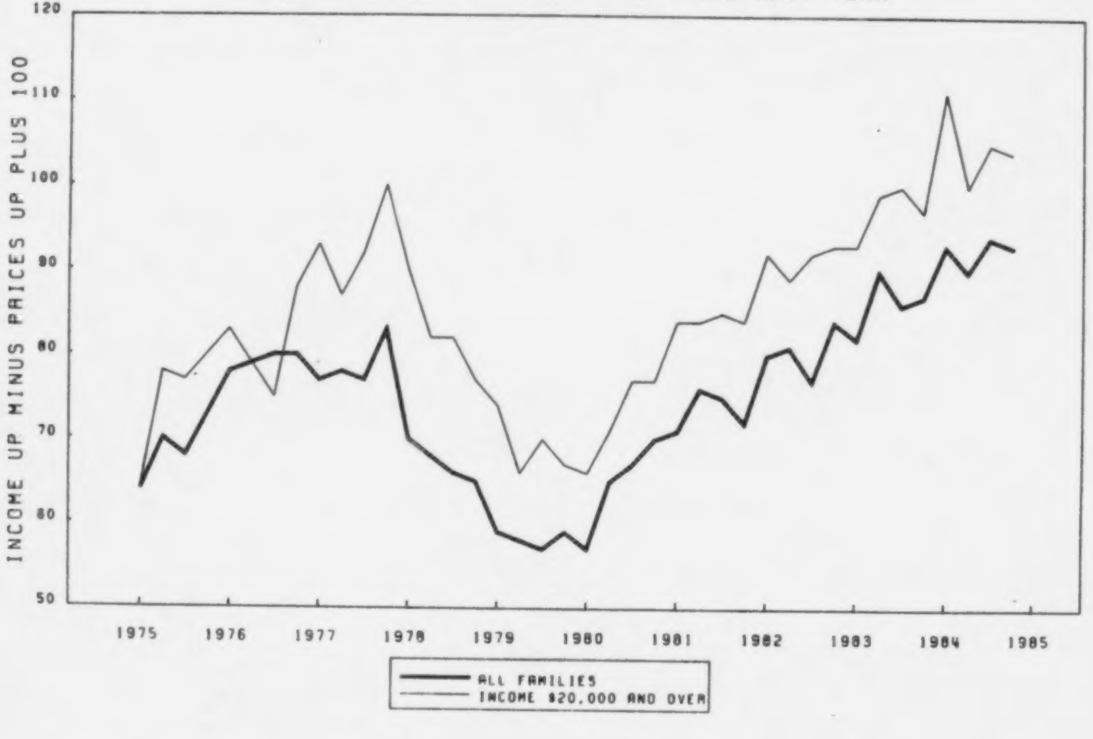


TABLE 10

EXPECTED CHANGE IN REAL FAMILY INCOME

	Oct- Dec. 1981	Jan- Mar. 1982	Apr- June 1982	Jul- Sept 1982	Oct- Dec. 1982	Jan- Mar. 1983	Apr- June 1983	Jul- Sept 1983	Oct- Dec. 1983	Jan- Mar. 1984	Apr- June 1984	Jul- Sept 1984	Oct Dec 198
A. ALL FAMILIES													
INCOME UP MORE	15%	18%	18%	18%	19%	19%	21%	20%	20%	23%	22%	23%	23
INCOME UP SAME	40	42	42	39	43	42	45	43	43	45	44	43	44
PRICES UP MORE	42	37	37	40	35	36	31	34	34	30	32	30	30
DK,NA	3	3	3	3	3	3	3	3	3	2	2	4	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
INCOME UP MORE	19%	24%	21%	23%	24%	24%	25%	26%	25%	33%	26%	29%	30
INCOME UP SAME	43	44	45	43	43	42	47	46	46	44	46	46	44
PRICES UP MORE	36	31	33	32	31	31	26	27	28	22	27	24	26
DK,NA	2	1	1	2	2	3	2	1	1	1	1	1	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100

The question was: "How about the next year or two--do you expect that your (family) income will go up more than prices will go up, about the same, or less than prices will go up?"

* : Less than half of one percent.

CHART 11 - RECENT CHANGES
TREND IN INCOME AND PRICE COMPARISON

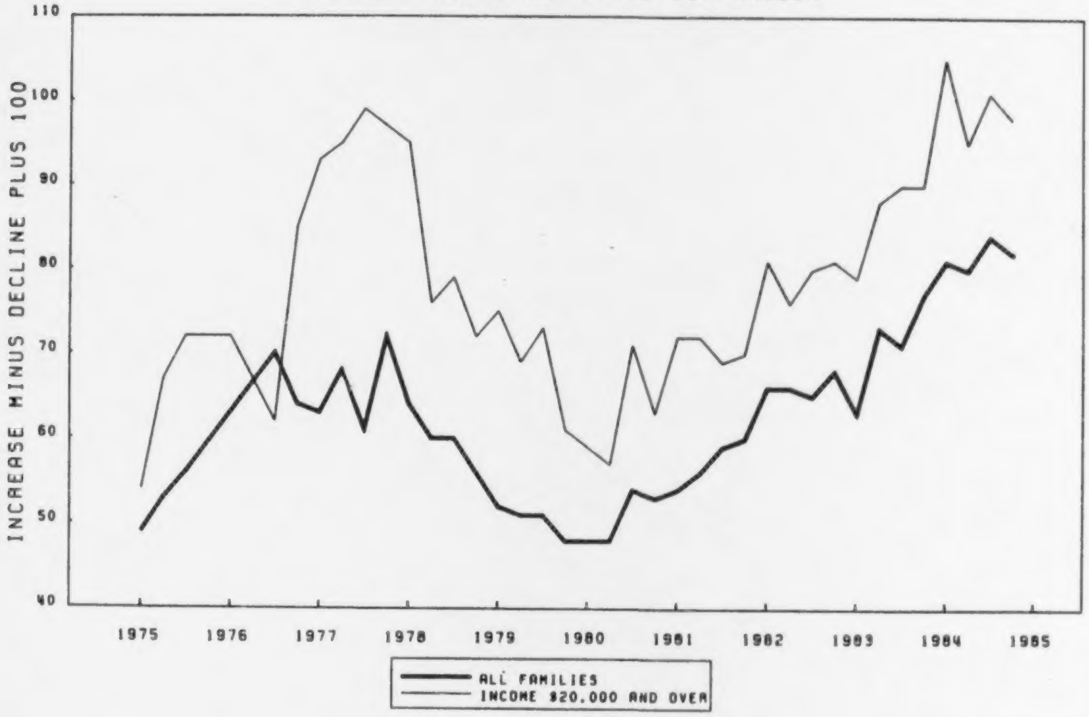


TABLE 11

TREND IN FAMILY INCOME AND PRICES COMPARISONS

	Oct-Dec. 1981	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984
A. ALL FAMILIES													
REAL INCOME PROGRESS:													
Continuous increase (a)	6%	8%	9%	8%	9%	9%	10%	10%	12%	13%	10%	11%	12%
Intermittent increase (b)	10	10	10	10	11	8	11	12	12	13	15	15	13
Remain unchanged (c)	18	20	19	19	19	17	20	18	19	20	20	21	21
Intermittent decline (d)	23	23	24	22	24	26	23	23	22	21	21	21	21
Continuous decline (e)	33	29	28	32	26	28	25	27	25	23	24	22	23
Mixed change (f)	7	7	7	5	7	8	8	7	7	7	7	6	7
DK,NA	3	3	3	4	4	4	3	3	3	3	3	4	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
REAL INCOME PROGRESS:													
Continuous increase (a)	8%	13%	12%	12%	12%	13%	13%	14%	16%	20%	15%	16%	19%
Intermittent increase (b)	13	13	11	13	14	12	14	17	14	17	18	18	15
Remain unchanged (c)	20	20	21	20	20	18	23	21	21	21	21	25	23
Intermittent decline (d)	22	23	24	21	22	23	21	21	23	17	19	18	18
Continuous decline (e)	29	22	23	24	22	23	19	19	18	16	18	16	17
Mixed change (f)	6	8	8	8	8	8	8	7	6	8	8	6	7
DK,NA	2	1	1	2	2	3	2	1	2	1	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Combination of the responses to the questions on Tables 9 and 10.

Key: (a) Income up more last year/Income up more next year
(b) Income up more/Same or Income up same/More
(c) Income up same/Same
(d) Prices up more/Same or Prices up same/More
(e) Prices up more/More
(f) Income up more/Prices up more or Prices up more/Income up more

CHART 12 - RECENT CHANGES

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

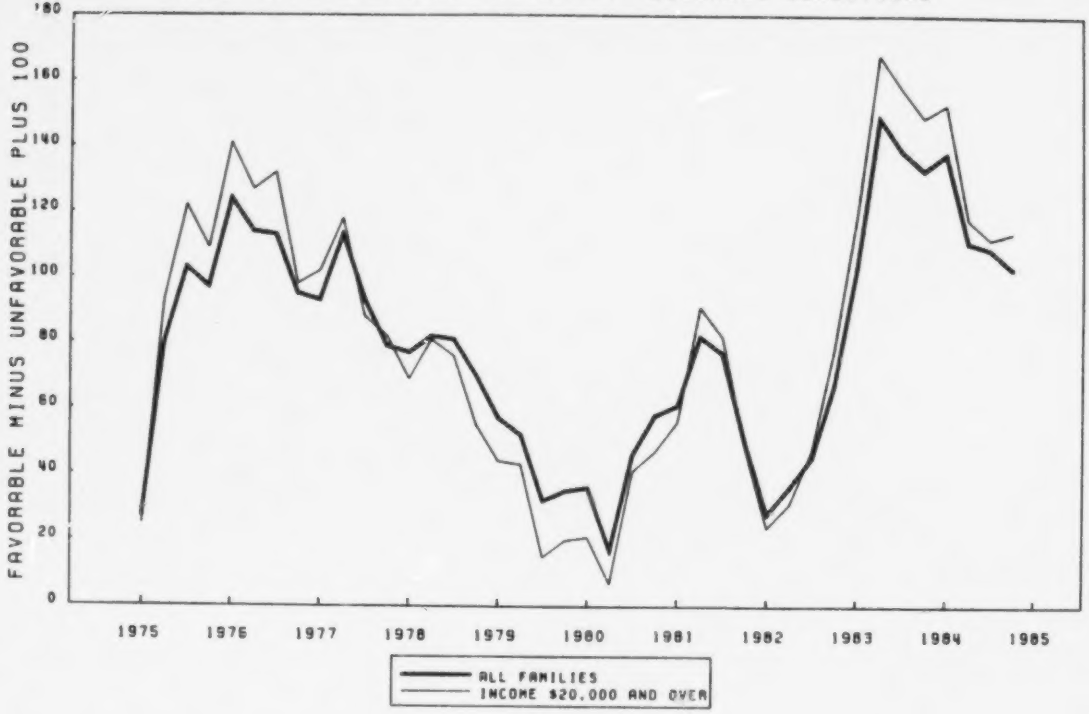


CHART 12 - HISTORICAL SERIES

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

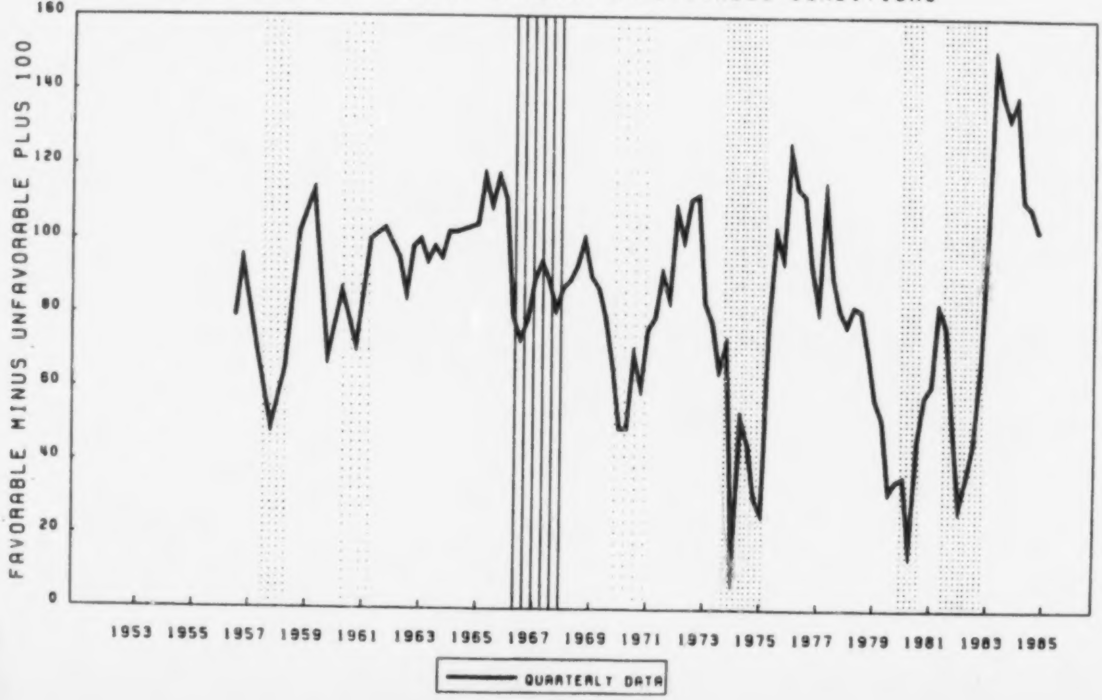


TABLE 12

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Oct- Dec. 1981	Jan- Mar. 1982	Apr- June 1982	Jul- Sept 1982	Oct- Dec. 1982	Jan- Mar. 1983	Apr- June 1983	Jul- Sept 1983	Oct- Dec. 1983	Jan- Mar. 1984	Apr- June 1984	Jul- Sept 1984	Oct- Dec. 1984
A. ALL FAMILIES													
FAVORABLE NEWS	20%	20%	23%	29%	39%	58%	80%	69%	62%	67%	49%	48%	41%
UNFAVORABLE NEWS	70	92	88	85	73	55	31	30	28	30	38	39	38
NO MENTIONS	42	29	30	28	28	29	30	37	41	38	43	42	46
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
FAVORABLE NEWS	22%	26%	29%	38%	49%	73%	96%	86%	79%	81%	57%	55%	52%
UNFAVORABLE NEWS	72	102	98	91	71	54	28	28	30	28	40	43	37
NO MENTIONS	38	22	22	21	24	23	23	29	31	30	37	36	40

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

CHART 13A - HISTORICAL SERIES
TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

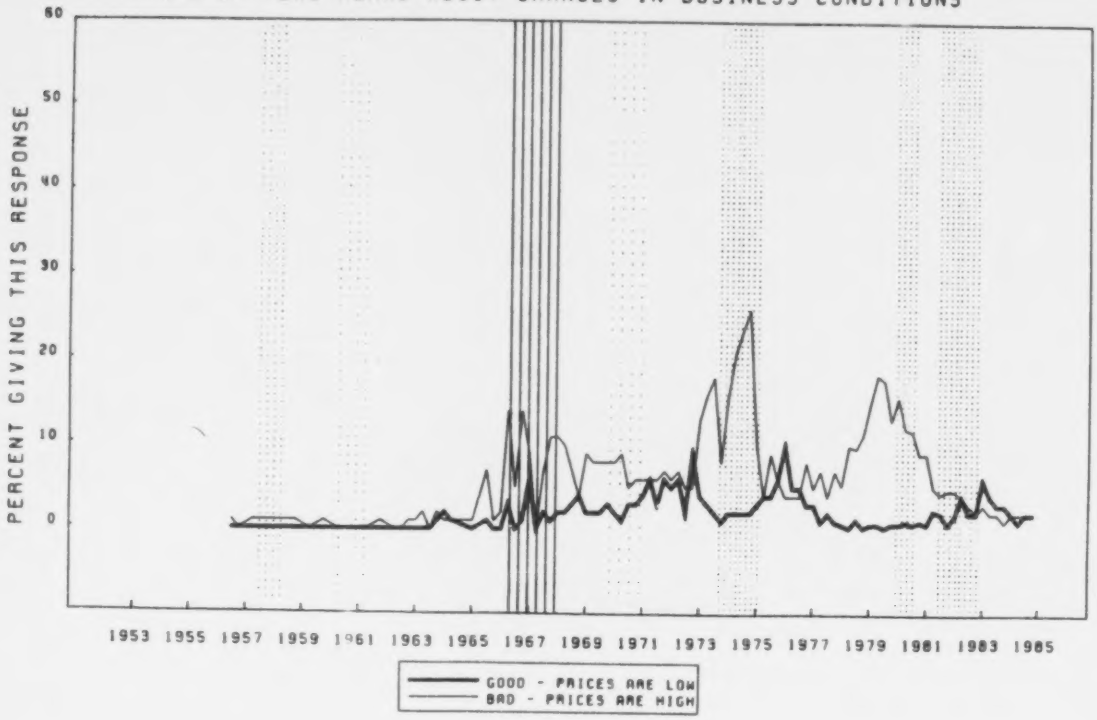


CHART 13B - HISTORICAL SERIES
TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

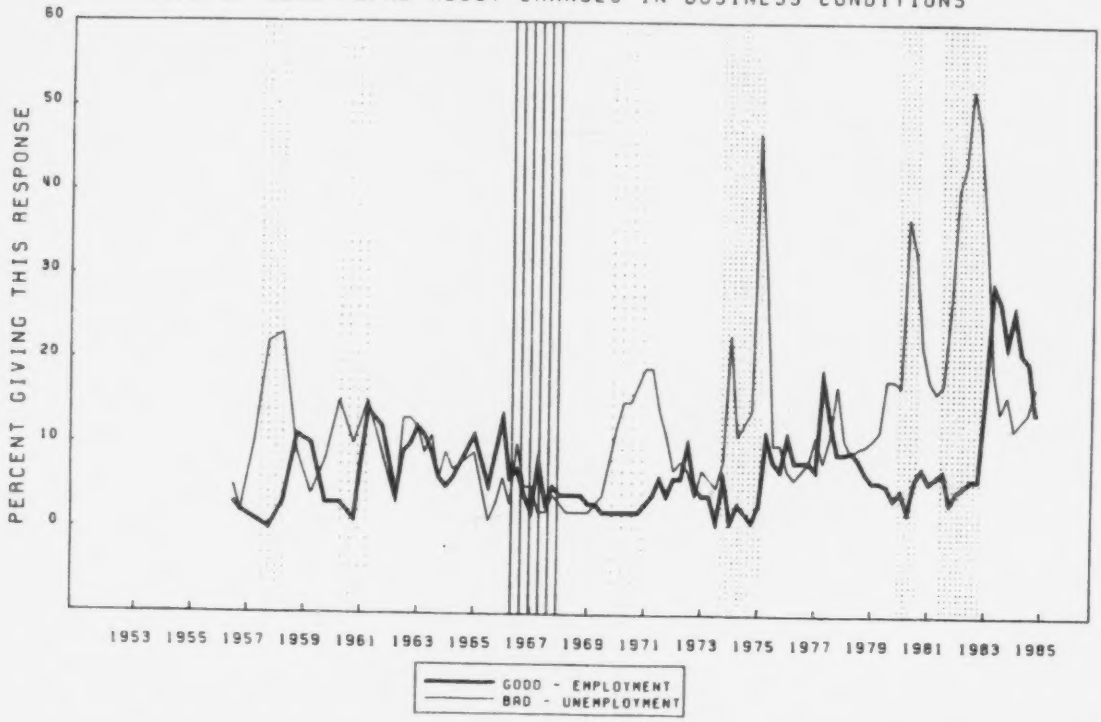


TABLE 13

SELECTED ITEMS OF NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Oct-Dec. 1981	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984
A. ALL FAMILIES													
FAVORABLE NEWS:													
Government; elections	4%	4%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%
Employment	3	5	5	6	6	17	29	27	22	26	21	20	14
Higher consumer demand	1	*	2	2	2	6	10	12	12	14	9	6	5
Lower prices	1	2	4	2	2	6	4	3	3	2	1	2	2
Easier credit	6	5	3	10	17	14	16	9	5	5	3	3	7
UNFAVORABLE NEWS:													
Government; elections	4	6	4	4	3	3	3	2	2	4	2	4	4
Unemployment	27	40	43	52	48	35	19	14	16	12	13	14	17
Lower consumer demand	9	12	9	6	7	4	2	2	1	1	1	2	2
Higher prices	5	5	4	3	2	3	2	2	1	2	2	2	2
Tighter credit	10	8	8	6	2	1	1	4	2	2	10	9	3
Energy crisis	*	*	*	*	*	*	*	*	*	*	*	*	*
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
FAVORABLE NEWS:													
Government; elections	4%	5%	3%	2%	2%	3%	1%	2%	1%	3%	1%	2%	3
Employment	4	5	6	7	7	19	32	31	27	32	22	21	18
Higher consumer demand	1	1	3	3	3	7	14	15	15	18	11	8	6
Lower prices	1	2	5	3	3	8	6	4	3	3	1	3	2
Easier credit	6	7	4	14	21	19	19	12	8	6	4	4	10
UNFAVORABLE NEWS:													
Government; elections	3	5	4	3	3	3	2	3	2	5	3	4	5
Unemployment	26	44	47	57	47	36	19	13	16	11	11	15	14
Lower consumer demand	9	16	13	7	7	3	1	1	2	1	1	2	2
Higher prices	5	4	4	2	2	2	2	1	1	1	1	1	1
Tighter credit	12	11	11	8	1	1	*	5	2	3	15	13	4
Energy crisis	*	*	*	*	*	*	*	*	*	*	*	*	*

The questions were: "During the last few months have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

CHART 14 - RECENT CHANGES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

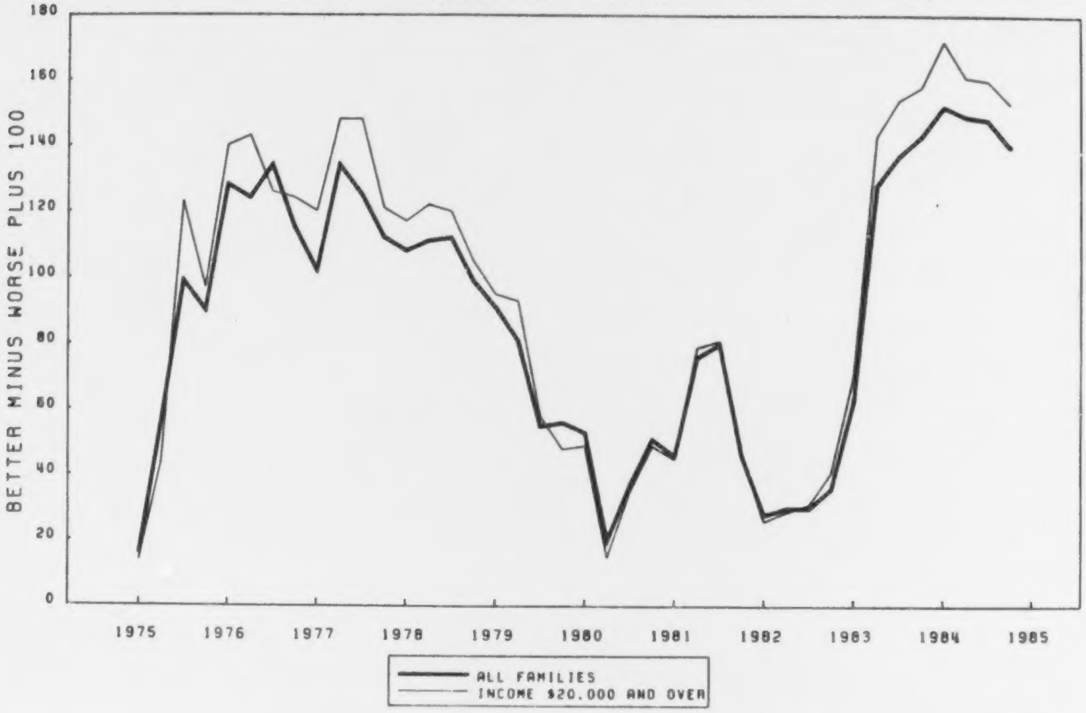


CHART 14 - HISTORICAL SERIES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

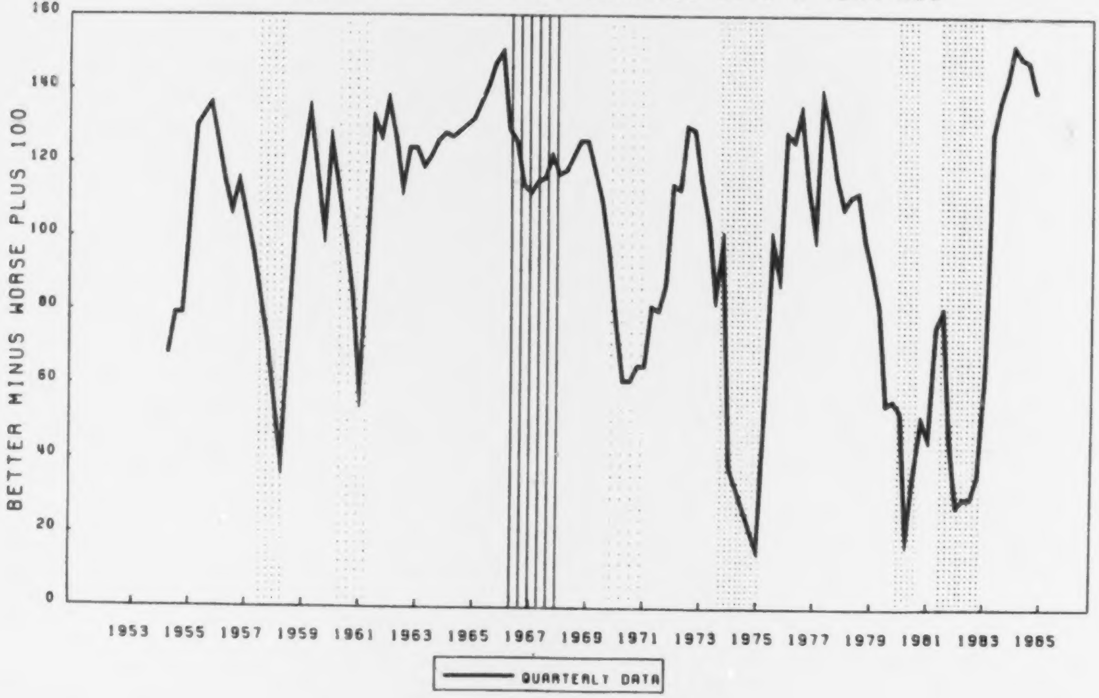


TABLE 14

CURRENT BUSINESS CONDITIONS COMPARED TO A YEAR AGO

	Oct-Dec. 1981	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct Dec 198
A. ALL FAMILIES													
BETTER NOW	17%	10%	11%	11%	14%	27%	59%	63%	67%	71%	68%	67%	64%
SAME	10	7	7	7	8	9	10	9	8	8	11	11	12
WORSE NOW	71	82	81	81	77	64	30	27	23	20	19	20	23
DK,NA	2	1	1	1	1	*	1	1	2	1	2	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
BETTER NOW	18%	10%	11%	12%	16%	31%	67%	73%	76%	84%	76%	75%	71%
SAME	10	5	6	6	8	8	8	6	5	5	8	8	10
WORSE NOW	71	84	82	81	75	60	24	20	18	11	15	16	18
DK,NA	1	1	1	1	1	1	1	1	1	*	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Would you say that at the present time business conditions are better or worse than they were a year ago?"

* : Less than half of one percent.

CHART 15 - RECENT CHANGES

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

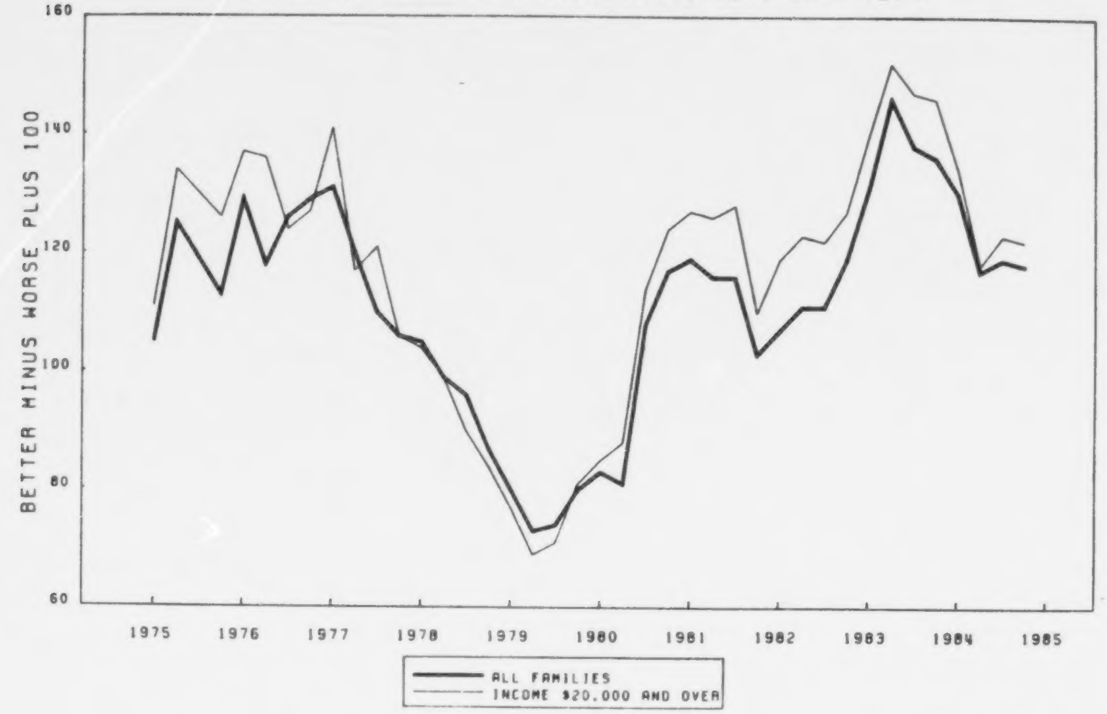


CHART 15 - HISTORICAL SERIES

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

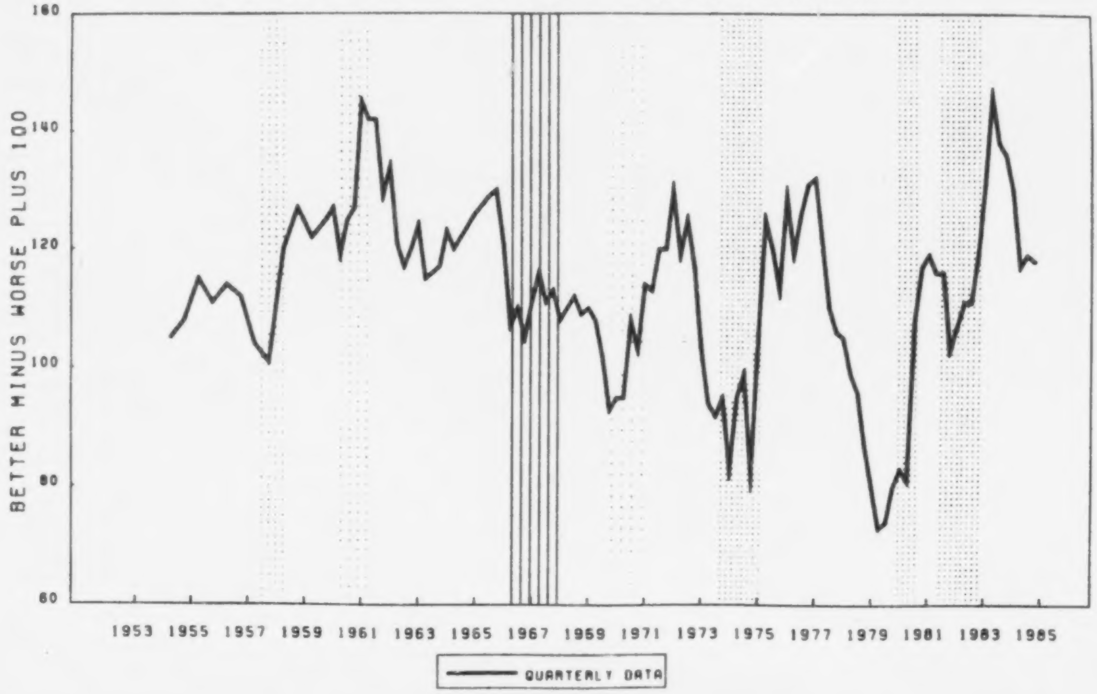


TABLE 15

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

	Oct-Dec. 1981	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984
A. ALL FAMILIES													
BETTER	29%	34%	36%	34%	39%	45%	52%	47%	45%	41%	31%	33%	33%
SAME	41	38	37	42	39	41	39	42	43	47	53	49	48
WORSE	27	26	25	22	20	13	7	9	10	10	14	14	16
DK,NA	3	2	2	2	2	1	2	2	2	2	2	4	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
BETTER	33%	41%	43%	40%	44%	49%	57%	54%	52%	43%	32%	36%	36%
SAME	40	35	34	41	37	41	36	38	42	46	53	48	49
WORSE	23	22	21	18	18	9	6	7	5	9	14	13	14
DK,NA	4	2	2	1	1	1	1	1	1	2	1	3	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "And how about a year from now, do you expect that in the country as a whole business conditions will be better, or worse than they are at present, or just about the same?"

CHART 16A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUSINESS CONDITIONS IN A YEAR

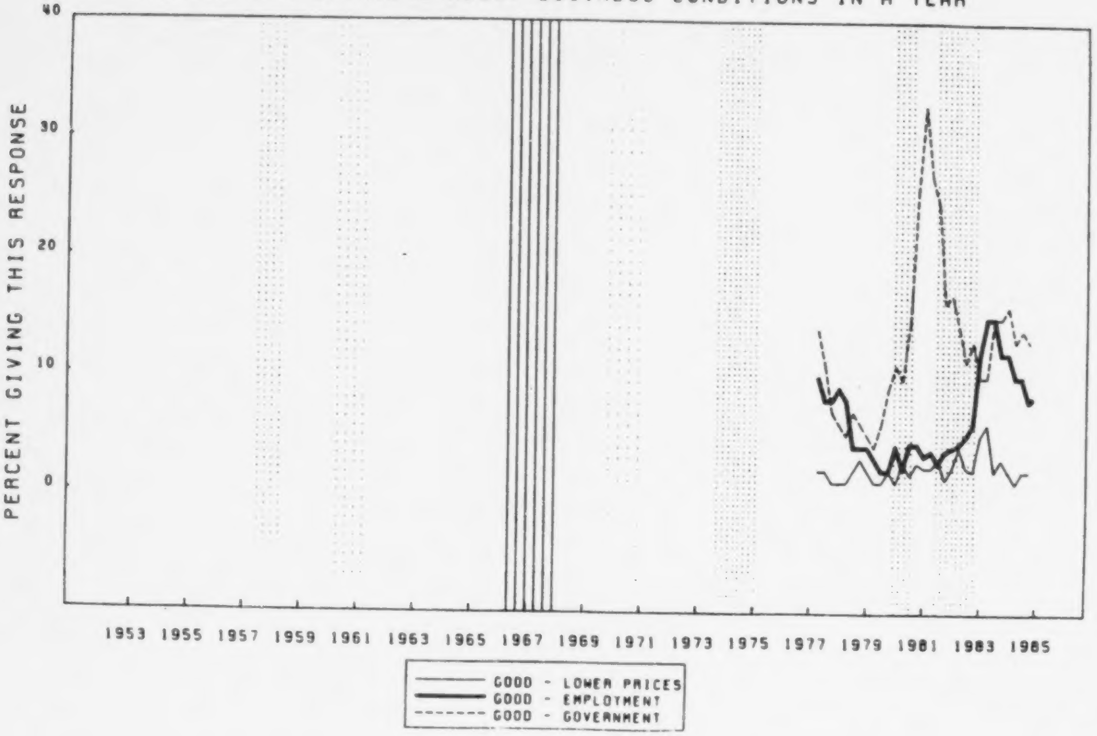


CHART 16B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUSINESS CONDITIONS IN A YEAR

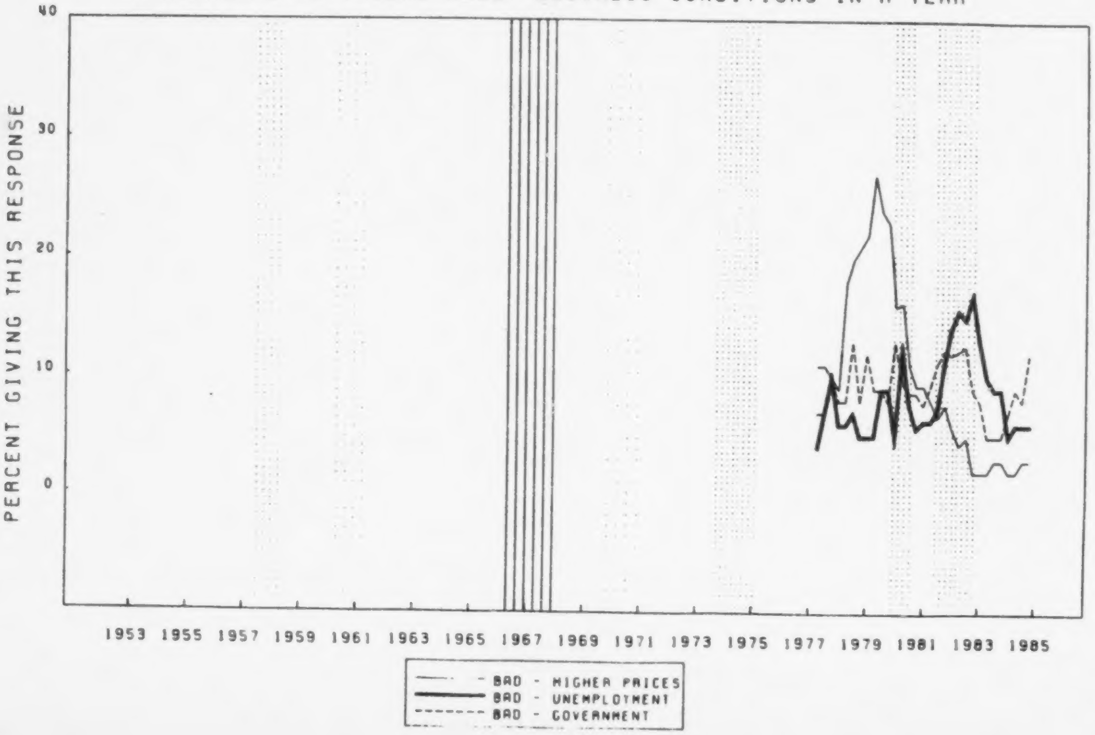


TABLE 16

REASONS FOR OPINIONS ABOUT CHANGES IN BUSINESS CONDITIONS IN A YEAR +

	Oct-Dec. 1981	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984
A. ALL FAMILIES													
FAVORABLE REASONS:													
Government; elections	16%	17%	14%	12%	13%	10%	10%	15%	15%	16%	13%	14%	13%
Employment	4	4	4	5	6	12	15	15	12	12	10	10	8
Higher consumer demand	2	3	4	3	5	6	9	7	8	6	4	4	4
Lower prices	1	2	4	2	2	5	6	2	3	2	1	2	2
Easier credit	7	6	9	9	13	12	13	6	5	3	2	4	5
UNFAVORABLE REASONS:													
Government; elections	12	12	12	13	9	8	5	5	5	7	9	8	12
Unemployment	11	14	16	15	17	13	10	9	9	5	6	6	6
Lower consumer demand	6	7	6	4	4	3	3	3	2	1	2	2	3
Higher prices	8	6	4	5	2	2	2	3	3	2	2	3	3
Tighter credit	5	6	7	7	3	2	2	3	2	3	7	5	3
Energy crisis	*	*	*	*	*	*	*	*	*	*	*	*	*
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
FAVORABLE REASONS:													
Government; elections	19%	20%	18%	15%	15%	9%	12%	18%	17%	19%	14%	18%	14%
Employment	4	5	6	6	8	13	15	16	14	10	11	9	9
Higher consumer demand	3	4	5	4	6	8	11	9	9	6	5	4	5
Lower prices	1	3	5	3	3	6	6	3	3	3	2	2	2
Easier credit	7	9	11	12	17	16	16	9	6	5	3	5	6
UNFAVORABLE REASONS:													
Government; elections	11	11	13	11	9	7	4	5	4	8	10	10	12
Unemployment	9	13	12	13	15	10	9	6	7	3	5	4	5
Higher consumer demand	6	7	6	5	5	4	2	3	2	1	2	2	3
Higher prices	6	5	4	3	2	1	2	2	2	3	2	2	2
Tighter credit	7	7	7	8	4	2	3	4	2	3	9	7	4
Energy crisis	*	*	*	*	*	*	*	*	*	*	*	*	*

The question was: "Why do you expect business conditions to be better/the same/worse a year from now?" following the question on table 15.

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

CHART 17 - RECENT CHANGES
TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

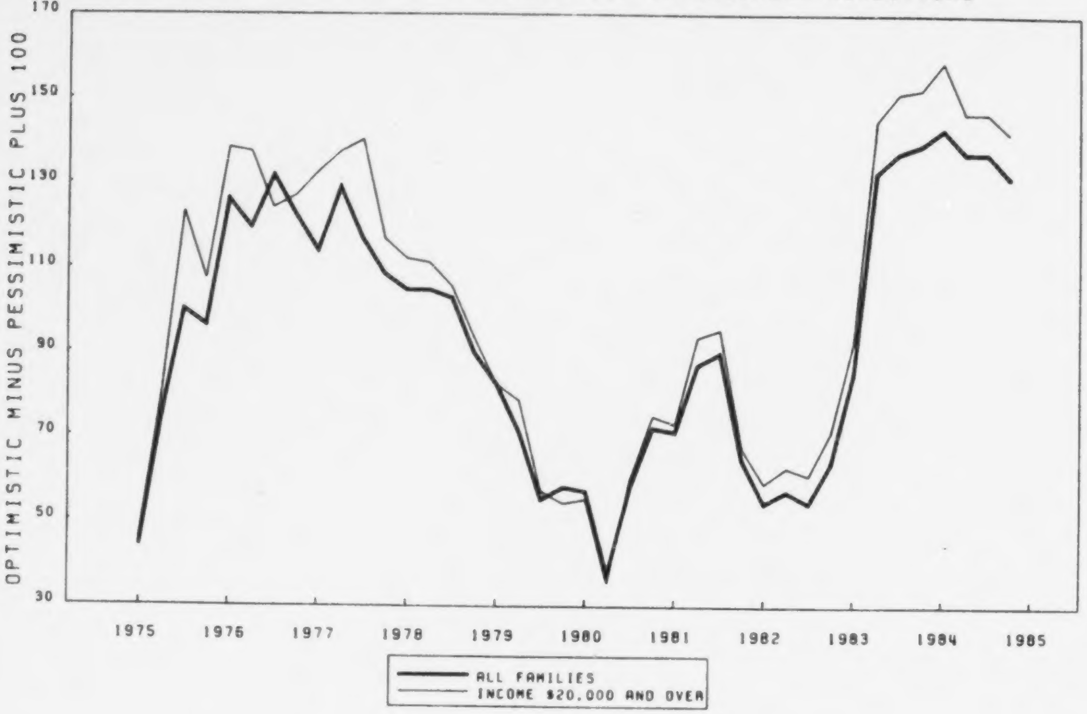


CHART 17 - HISTORICAL SERIES
TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

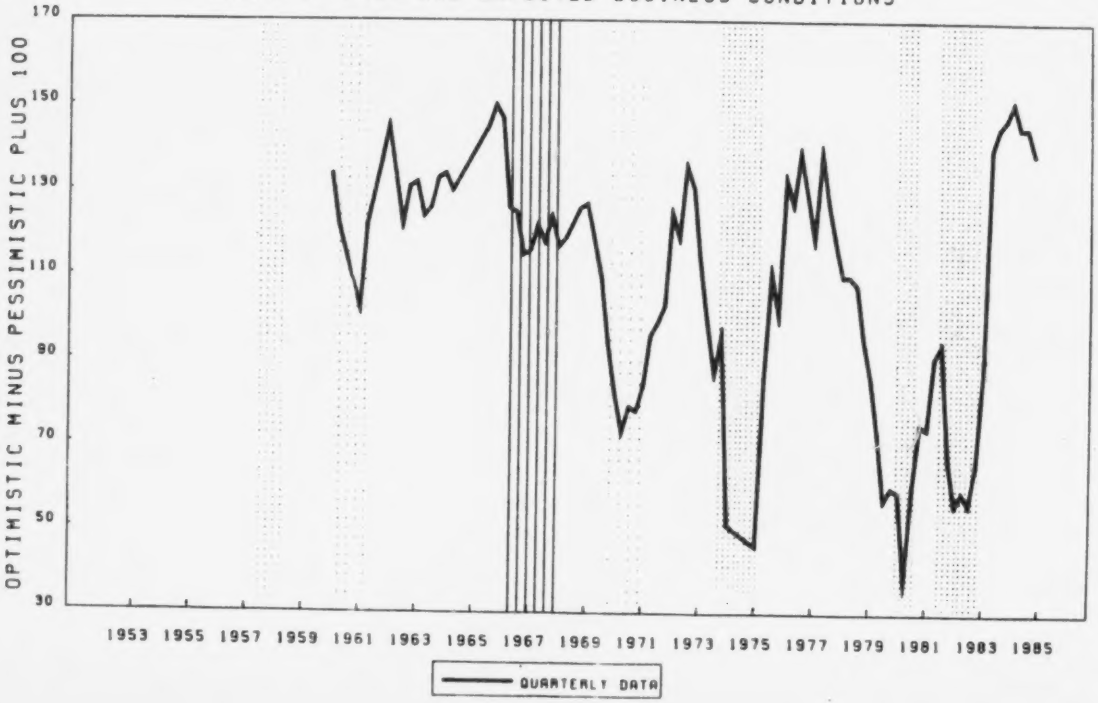


TABLE 17

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

	Oct-Dec. 1981	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984
A. ALL FAMILIES													
TREND:													
Continuous increase (a)	8%	5%	7%	7%	9%	19%	39%	37%	37%	35%	26%	26%	26%
Intermittent increase (b)	11	7	6	6	8	12	22	26	28	32	37	36	33
Remain unchanged (c)	4	3	3	3	3	4	5	6	5	5	7	5	6
Intermittent decline (d)	29	31	31	35	33	29	16	13	14	12	12	11	13
Continuous decline (e)	23	25	23	21	18	12	6	6	5	4	6	6	8
Mixed change (f)	20	26	27	25	27	22	10	9	8	9	9	10	10
DK,NA	5	3	3	3	2	2	2	3	3	3	3	6	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
TREND:													
Continuous increase (a)	9%	6%	7%	7%	11%	22%	45%	45%	46%	40%	28%	30%	29%
Intermittent increase (b)	12	6	6	7	10	14	24	28	29	38	40	38	36
Remain unchanged (c)	4	2	2	3	2	2	4	3	4	4	6	4	6
Intermittent decline (d)	30	30	29	35	30	30	12	9	11	7	10	9	11
Continuous decline (e)	21	21	20	17	16	9	4	4	3	2	4	4	5
Mixed change (f)	21	33	34	29	30	22	10	10	5	8	11	11	10
DK,NA	3	2	2	2	1	1	1	1	2	1	1	4	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Combination of the responses to the questions on Tables 14 and 15.

Key: (a) Better than a year ago/Better a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 18 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

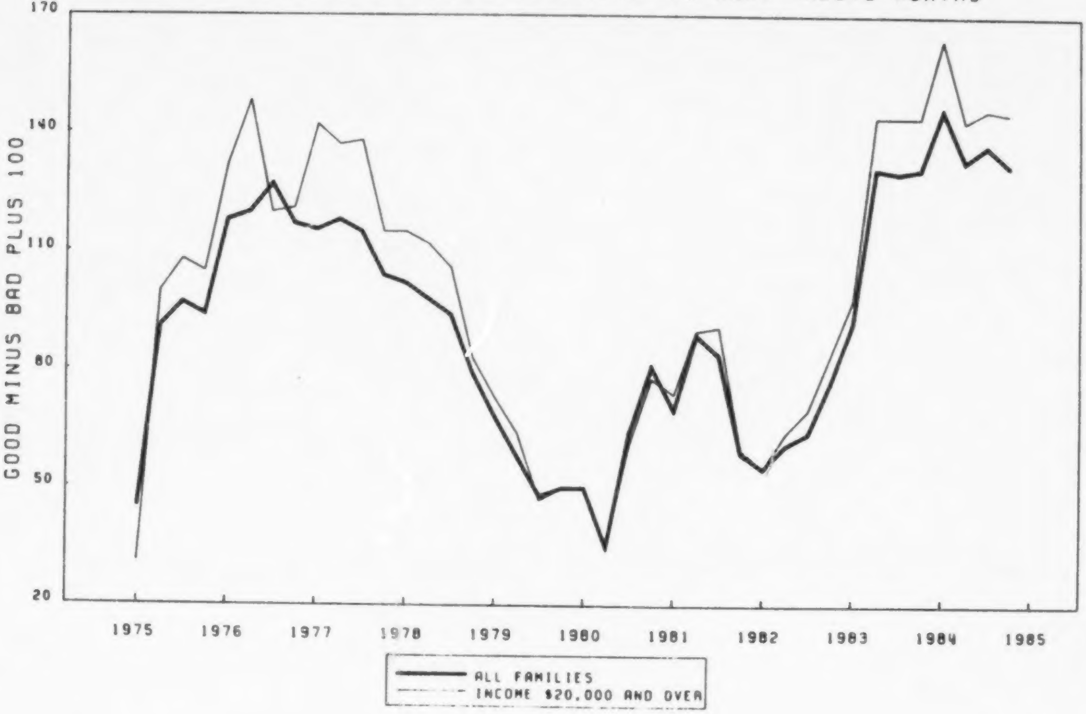


CHART 18 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

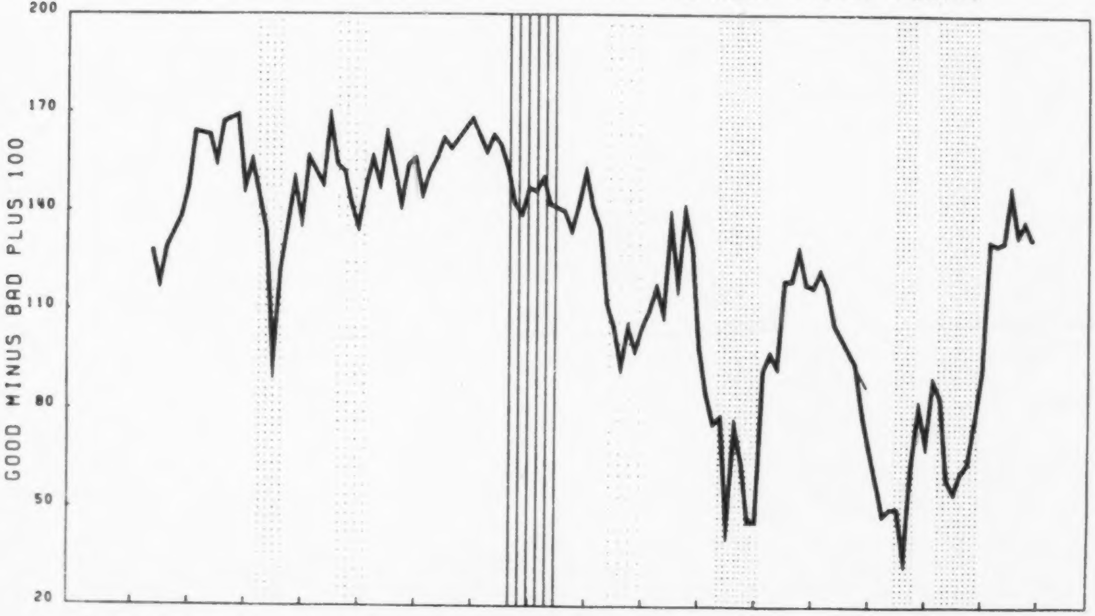


TABLE 18

BUSINESS CONDITIONS EXPECTED DURING THE NEXT 12 MONTHS

A. ALL FAMILIES

	Oct-Dec. 1981	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984
GOOD TIMES	23%	23%	27%	27%	33%	42%	61%	60%	61%	69%	61%	63%	59%
UNCERTAIN; GOOD & BAD	3	2	1	4	3	1	2	3	3	2	3	3	3
BAD TIMES	64	68	66	63	57	50	30	30	30	22	28	26	27
DON'T KNOW	6	3	4	3	4	3	4	5	5	5	5	6	7
NOT ASCERTAINED	4	4	2	3	3	4	3	2	1	2	3	2	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

B. FAMILIES WITH INCOMES OF $20,000 AND OVER

	Oct-Dec. 1981	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984
GOOD TIMES	25%	24%	29%	30%	37%	45%	68%	68%	69%	80%	68%	68%	67%
UNCERTAIN; GOOD & BAD	3	2	2	4	4	1	2	3	2	1	3	4	3
BAD TIMES	66	69	65	61	54	48	24	24	25	16	24	22	22
DON'T KNOW	4	2	2	2	2	1	3	3	2	2	4	4	5
NOT ASCERTAINED	2	3	2	3	3	5	3	2	2	1	1	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: Now turning to business conditions in the country as a whole--do you think that during the next 12 months we'll have good times financially, or bad times or what?"

CHART 19 - RECENT CHANGES

BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

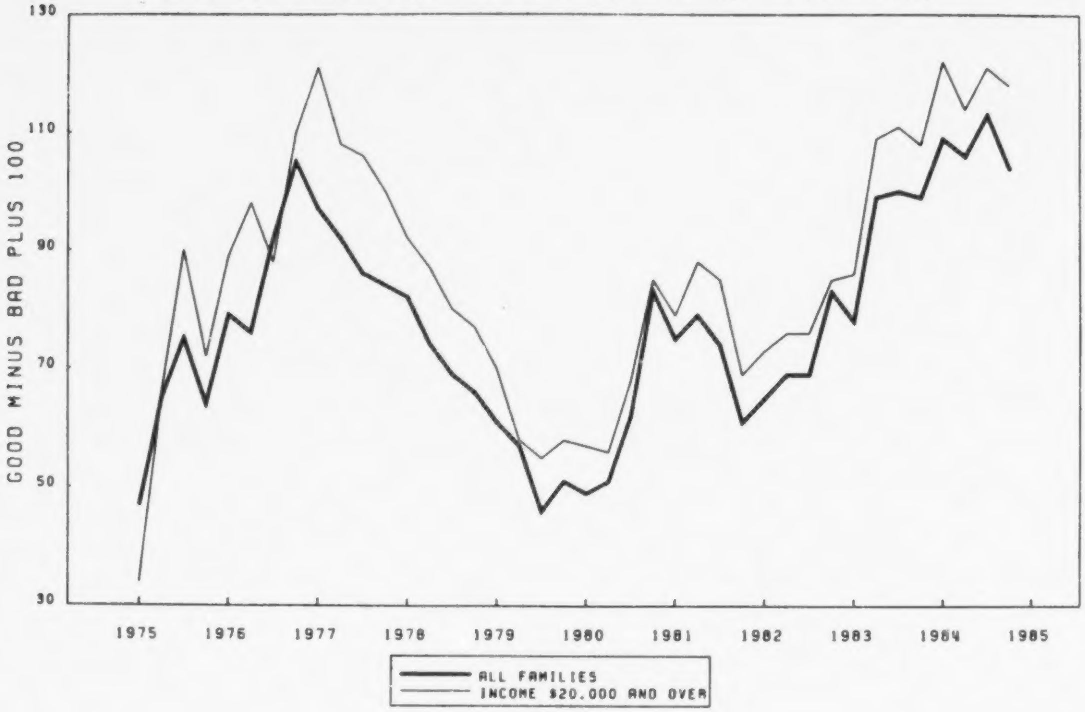


CHART 19 - HISTORICAL SERIES

BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

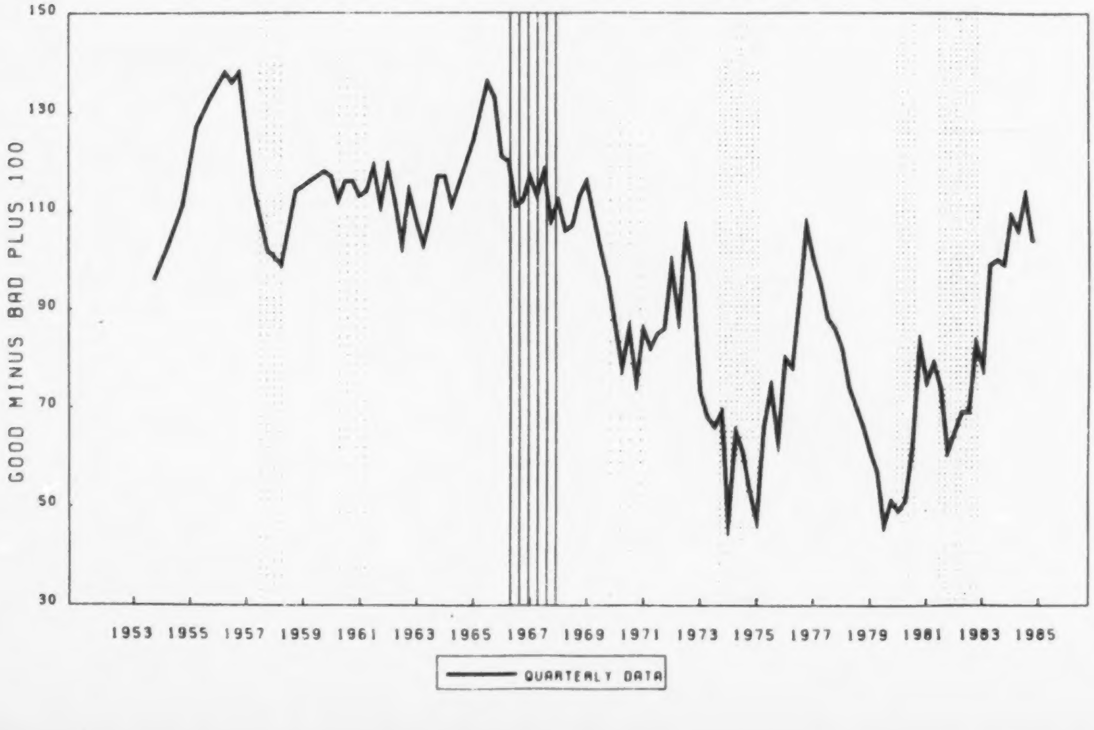


TABLE 19

BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS

	Oct-Dec. 1981	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984
A. ALL FAMILIES													
GOOD TIMES	21%	25%	25%	24%	31%	30%	39%	38%	39%	44%	42%	46%	42%
UNCERTAIN; GOOD & BAD	16	12	13	15	14	13	17	20	17	16	17	16	16
BAD TIMES	59	60	56	56	48	52	40	38	40	35	36	33	37
NOT ASCERTAINED	4	3	6	5	7	5	4	4	4	5	5	5	5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIMES	24%	28%	28%	28%	33%	34%	44%	44%	44%	52%	45%	49%	49%
UNCERTAIN; GOOD & BAD	18	14	13	16	14	13	17	19	17	15	19	18	16
BAD TIMES	55	55	53	51	47	48	36	33	36	29	32	28	31
NOT ASCERTAINED	3	3	6	5	6	5	3	4	3	4	4	5	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next 5 years or so, or that we will have periods of widespread unemployment or depression, or what?"

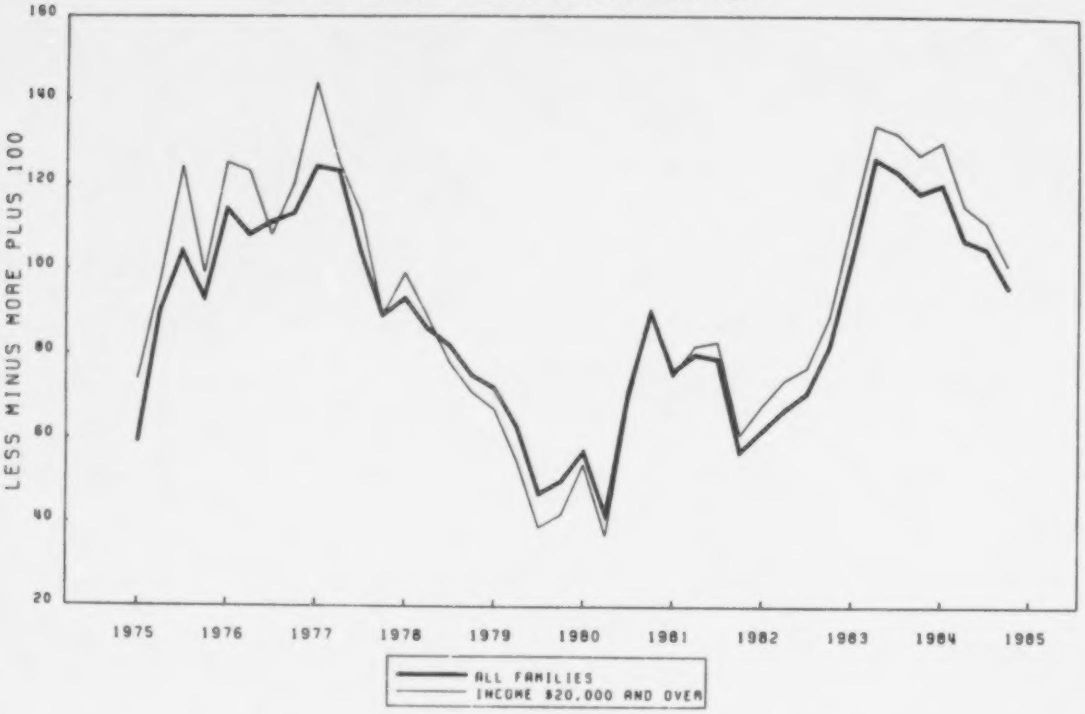


CHART 20 - RECENT CHANGES
EXPECTED CHANGE IN UNEMPLOYMENT

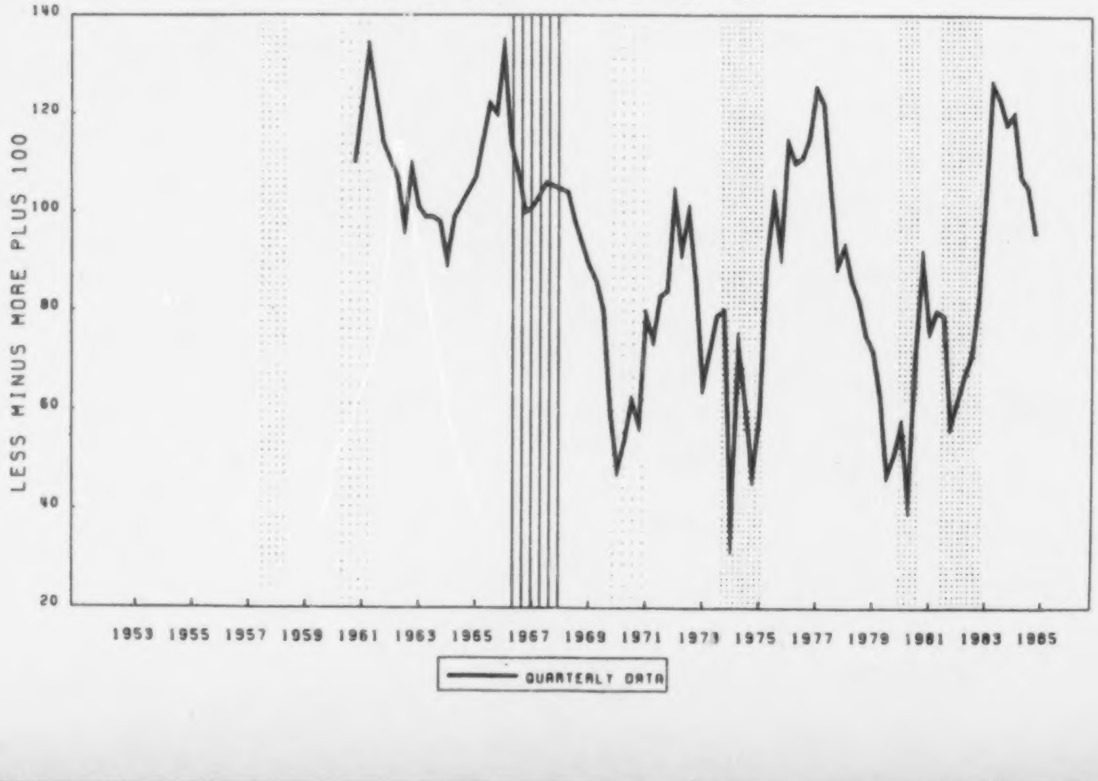


CHART 20 - HISTORICAL SERIES
EXPECTED CHANGE IN UNEMPLOYMENT

TABLE 20

EXPECTED CHANGE IN UNEMPLOYMENT

	Oct- Dec. 1981	Jan- Mar. 1982	Apr- June 1982	Jul- Sept 1982	Oct- Dec. 1982	Jan- Mar. 1983	Apr- June 1983	Jul- Sept 1983	Oct- Dec. 1983	Jan- Mar. 1984	Apr- June 1984	Jul- Sept 1984	Oct- Dec. 1984
A. ALL FAMILIES													
LESS	11%	14%	16%	17%	21%	29%	40%	39%	35%	35%	27%	25%	21%
SAME	33	33	35	36	39	43	44	43	45	48	52	52	52
MORE	54	52	48	46	38	27	15	16	18	15	20	21	25
DK,NA	2	1	1	1	2	1	1	2	2	2	1	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
LESS	12%	17%	18%	19%	24%	34%	45%	44%	41%	41%	31%	28%	23%
SAME	36	34	38	38	41	44	43	43	45	47	53	54	55
MORE	51	48	44	42	35	22	11	12	14	11	16	17	21
DK,NA	1	1	*	1	*	*	1	1	*	1	*	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "How about people out of work during the coming 12 months--do you think that there will be more unemployment than now, about the same, or less?"

* : Less than half of one percent.

CHART 21 - RECENT CHANGES
EXPECTED CHANGE IN INTEREST RATES

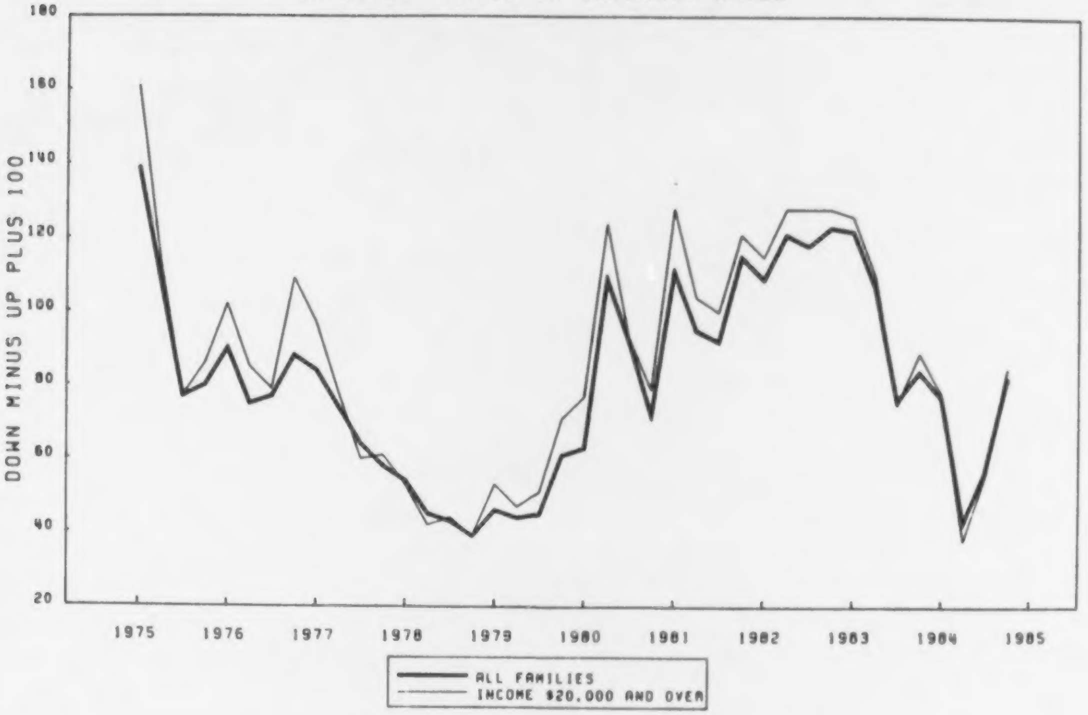


CHART 21 - HISTORICAL SERIES
EXPECTED CHANGE IN INTEREST RATES

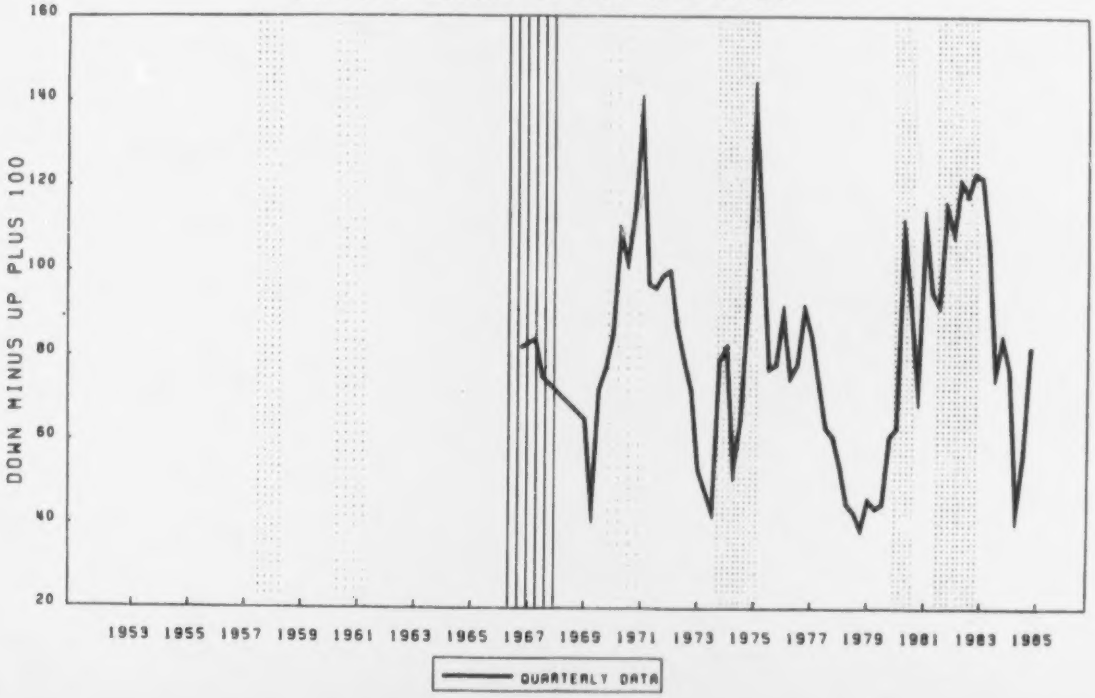


TABLE 21

EXPECTED CHANGE IN INTEREST RATES

	Oct-Dec. 1981	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984
A. ALL FAMILIES													
GO UP	27%	28%	21%	22%	22%	20%	23%	44%	37%	40%	66%	55%	42%
STAY THE SAME	27	31	35	34	28	35	44	34	37	39	23	29	31
GO DOWN	42	37	41	40	46	42	31	19	22	17	9	13	24
DK,NA	4	4	3	4	4	3	2	3	4	4	2	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GO UP	25%	25%	17%	18%	20%	18%	21%	44%	34%	39%	70%	56%	40%
STAY THE SAME	27	33	36	34	30	36	47	36	41	42	22	30	34
GO DOWN	46	40	45	46	49	44	31	19	23	17	8	12	25
DK,NA	2	2	2	2	1	2	1	1	2	2	*	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "No one can say for sure, but what do you think will happen to interest rates for borrowing money during the next 12 months--will they go up, stay the same, or go down?"

* : Less than half of one percent.

CHART 22 - RECENT CHANGES
CHANGE IN PRICES DURING THE LAST 12 MONTHS

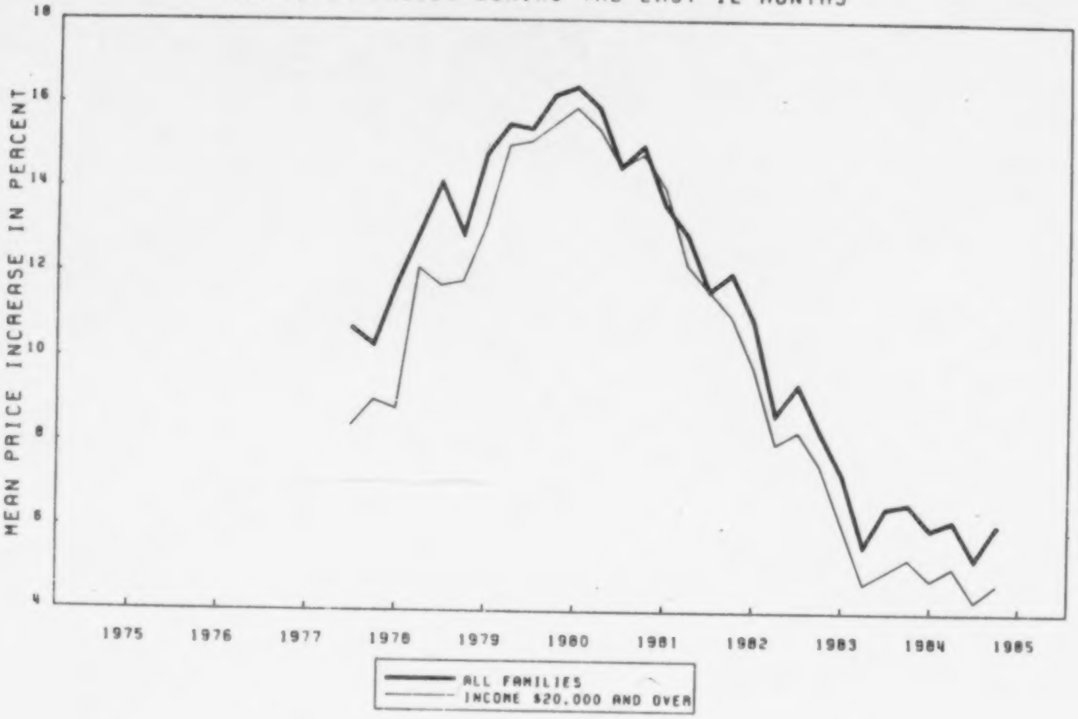


CHART 22 - HISTORICAL SERIES
CHANGE IN PRICES DURING THE LAST 12 MONTHS

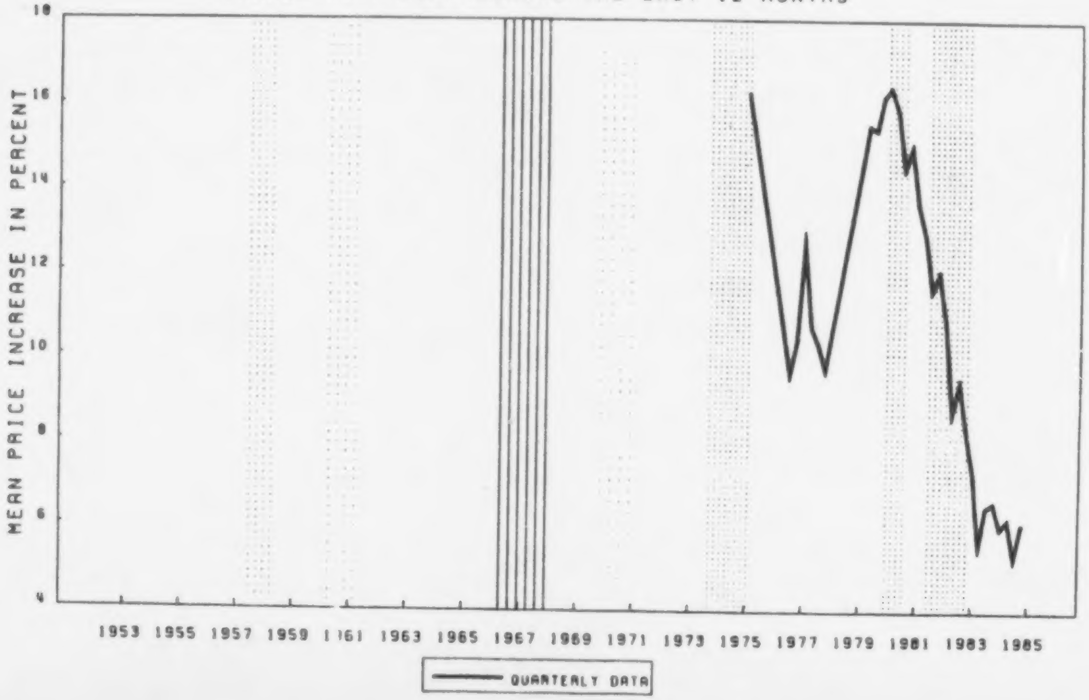


TABLE 22

CHANGE IN PRICES DURING THE LAST 12 MONTHS

	Oct-Dec. 1981	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984
A. ALL FAMILIES													
SAME OR DOWN	8%	13%	17%	13%	20%	26%	30%	24%	23%	23%	22%	28%	26%
GONE UP BY:													
1-2%	3	4	5	6	5	6	8	9	9	10	11	9	10
3-4%	7	6	9	9	8	10	12	13	14	15	15	15	15
5%	10	12	12	12	15	15	15	15	15	16	17	17	15
6-9%	14	14	14	14	12	9	9	9	9	9	9	8	6
10-14%	27	24	20	22	18	15	12	13	13	12	11	10	11
15% or more	23	21	17	17	15	13	9	10	10	8	10	8	10
DK how much up	7	6	6	6	6	5	4	6	6	6	5	5	6
DK,NA	1	*	*	1	1	1	1	1	1	1	*	*	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	12.0	10.9	8.7	9.4	8.3	7.3	5.6	6.5	6.6	6.0	6.2	5.3	6.1
VARIANCE	131	124	91	99	97	97	63	84	82	70	69	62	82
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
SAME OR DOWN	9%	15%	19%	16%	23%	29%	33%	27%	26%	29%	25%	33%	30%
GONE UP BY:													
1-2%	4	5	5	6	6	6	9	10	8	11	13	10	11
3-4%	7	5	9	9	9	11	13	14	15	15	16	15	16
5%	10	12	13	13	15	16	15	17	16	17	17	19	16
6-9%	14	16	15	17	13	11	10	10	11	9	11	7	8
10-14%	29	26	21	22	17	12	11	11	12	10	9	7	8
15% or more	21	19	15	14	13	11	7	7	7	6	7	6	7
DK how much up	5	2	3	3	4	3	2	3	4	3	2	3	3
DK,NA	1	*	*	*	*	1	*	1	1	*	*	*	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	11.0	9.8	8.0	8.3	7.5	6.1	4.7	5.0	5.3	4.8	5.1	4.3	4.7
VARIANCE	106	99	77	80	82	76	41	46	51	50	55	47	48

The questions were: "During the last 12 months, have prices of the things you buy remained unchanged, or have they gone up, or have they gone down?" and "By about what percent do you think prices have gone up,on the average, during the last 12 months?"

* : Less than half of one percent.

CHART 23 - RECENT CHANGES

MEAN EXPECTED PRICE INCREASES DURING NEXT 12 MONTHS

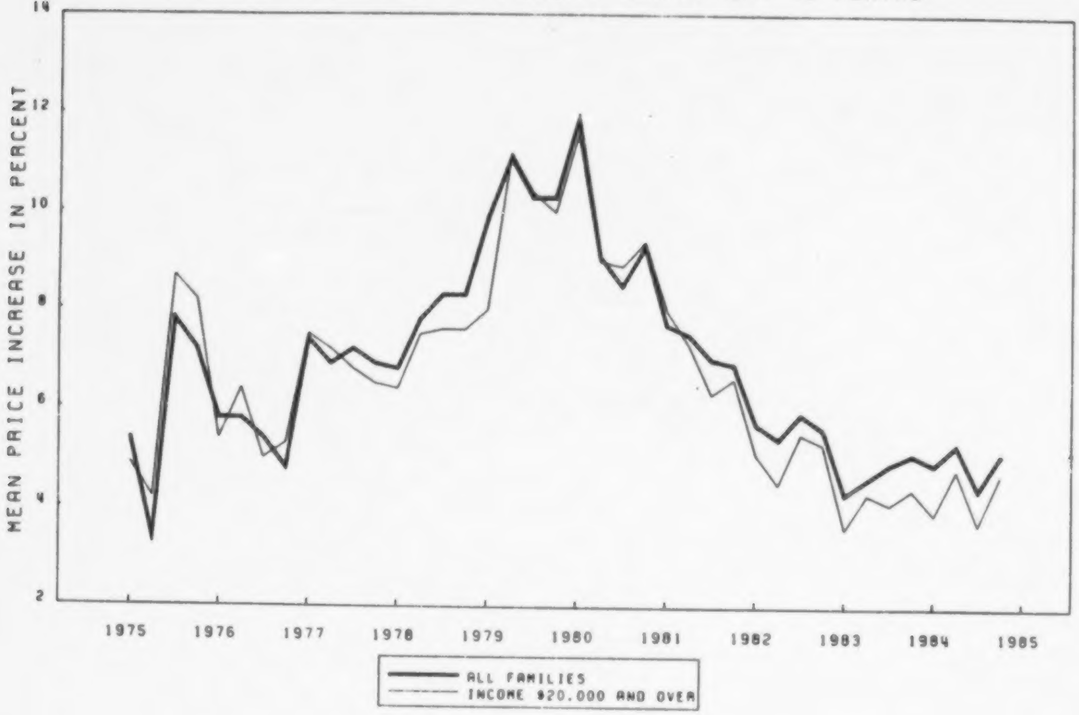


CHART 23 - HISTORICAL SERIES

MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

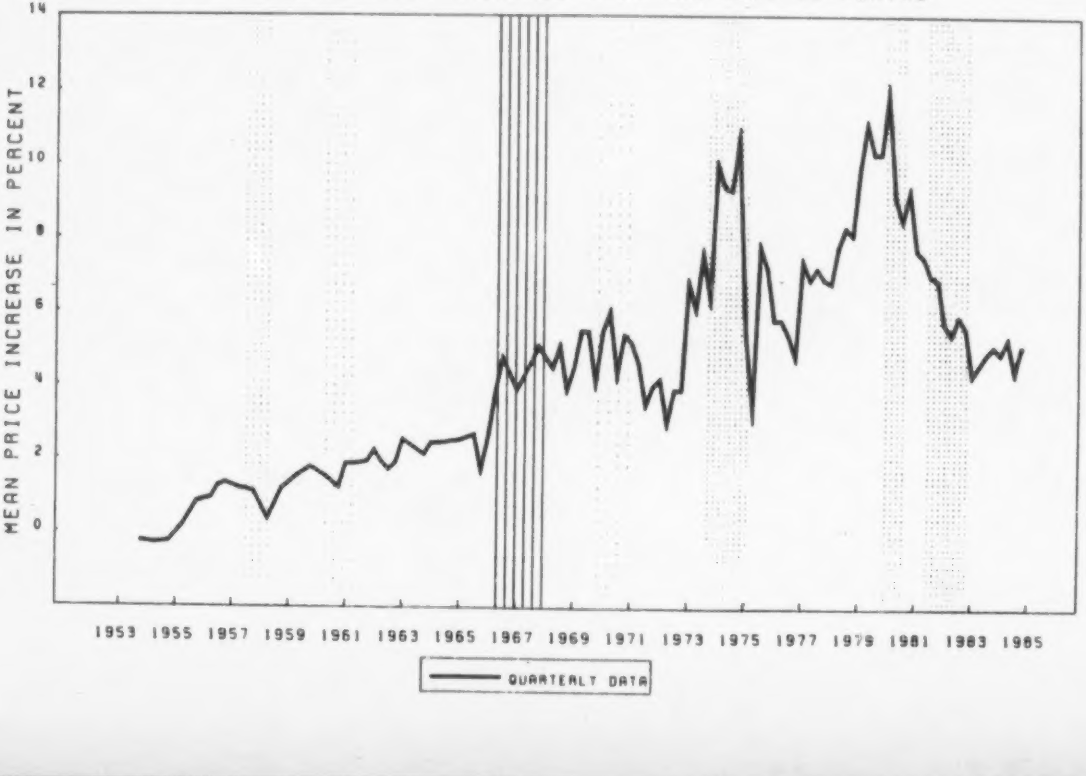


TABLE 23

EXPECTED CHANGE IN PRICES DURING THE NEXT 12 MONTHS

	Oct-Dec. 1981	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984
A. ALL FAMILIES													
SAME OR DOWN	29%	35%	33%	26%	32%	38%	32%	27%	24%	24%	19%	24%	23%
WILL GO UP BY:													
1-2%	4	5	6	8	5	9	9	13	12	14	14	16	14
3-4%	7	8	9	10	10	12	14	15	15	18	16	17	16
5%	12	12	15	16	15	15	17	16	16	16	18	17	17
6-9%	13	12	10	13	10	7	10	8	9	8	11	7	8
10-14%	18	13	13	13	13	8	9	9	11	10	11	8	10
15% or more	10	9	8	8	9	6	5	6	6	5	6	5	6
DK how much up	5	4	3	4	4	3	3	4	5	4	4	4	4
DK,NA	2	2	3	2	2	2	1	2	2	1	1	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	6.9	5.7	5.4	5.9	5.6	4.3	4.6	4.9	5.1	4.9	5.3	4.4	5.1
VARIANCE	72	68	61	59	64	53	49	47	45	49	44	38	48
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
SAME OR DOWN	30%	34%	37%	25%	32%	39%	29%	26%	24%	25%	18%	24%	20%
WILL GO UP BY:													
1-2%	4	5	6	8	5	10	9	14	13	15	15	18	14
3-4%	7	9	8	11	10	13	15	18	16	20	19	19	20
5%	12	14	17	17	16	18	19	18	18	18	19	20	20
6-9%	14	14	12	16	12	7	12	9	13	10	13	8	9
10-14%	20	15	13	12	14	6	9	8	9	7	10	5	10
15% or more	9	7	5	7	7	4	4	4	4	2	4	3	4
DK how much up	4	1	1	3	3	2	2	2	2	2	2	2	2
DK,NA	*	1	1	1	1	1	1	1	1	1	*	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	6.6	5.1	4.5	5.5	5.3	3.6	4.3	4.1	4.4	3.9	4.8	3.7	4.7
VARIANCE	66	41	40	46	51	36	33	26	28	24	35	21	36

The questions were: "During the next 12 months, do you think that prices in general will go up, or go down, or stay where they are now?" and "By about what percent do you expect prices to go up, on the average, during the next 12 months?"

* : Less than half of one percent.

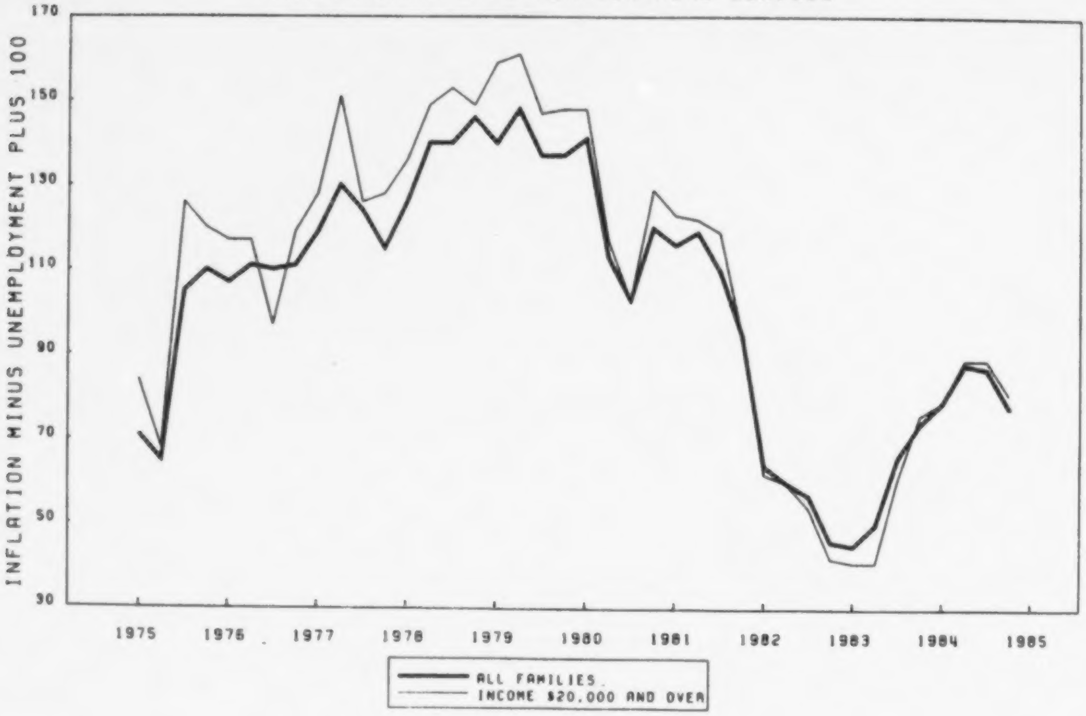


CHART 24 - RECENT CHANGES
UNEMPLOYMENT OR INFLATION MORE SERIOUS

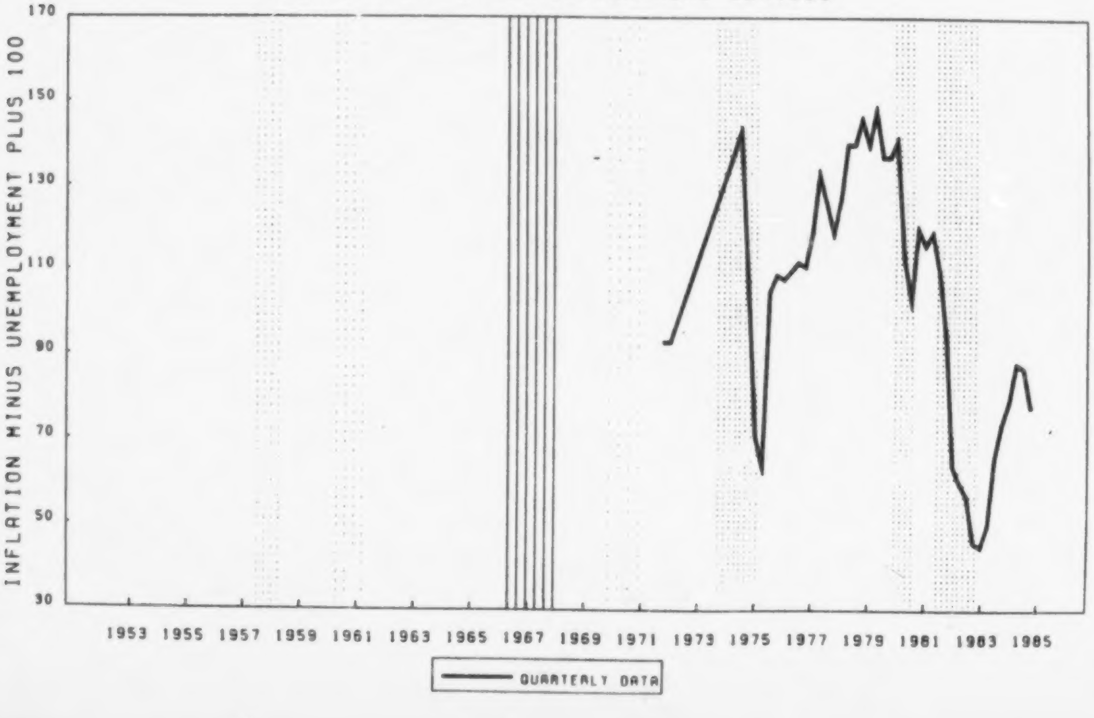


CHART 24 - HISTORICAL SERIES
UNEMPLOYMENT OR INFLATION MORE SERIOUS

TABLE 24

UNEMPLOYMENT OR INFLATION MORE SERIOUS ECONOMIC HARDSHIP

	Oct-Dec. 1981	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984
A. ALL FAMILIES													
UNEMPLOYMENT	45%	61%	64%	66%	72%	73%	71%	63%	59%	56%	53%	52%	57%
BOTH EQUALLY SERIOUS	12	12	11	10	9	7	7	7	6	6	5	6	7
INFLATION	41	26	24	23	18	18	21	29	33	35	40	39	34
DK,NA	2	1	1	1	1	2	1	1	2	3	2	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
UNEMPLOYMENT	47%	64%	65%	69%	76%	76%	77%	66%	59%	58%	53%	53%	55%
BOTH EQUALLY SERIOUS	9	10	9	8	5	6	4	6	5	4	4	4	6
INFLATION	43	26	25	23	18	18	18	28	35	37	42	41	36
DK,NA	1	*	1	*	1	*	1	*	1	1	1	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Which of the two problems--unemployment or inflation--do you think will cause the more serious economic hardship for people during the next year or so?"

* : Less than half of one percent.

CHART 25 - RECENT CHANGES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

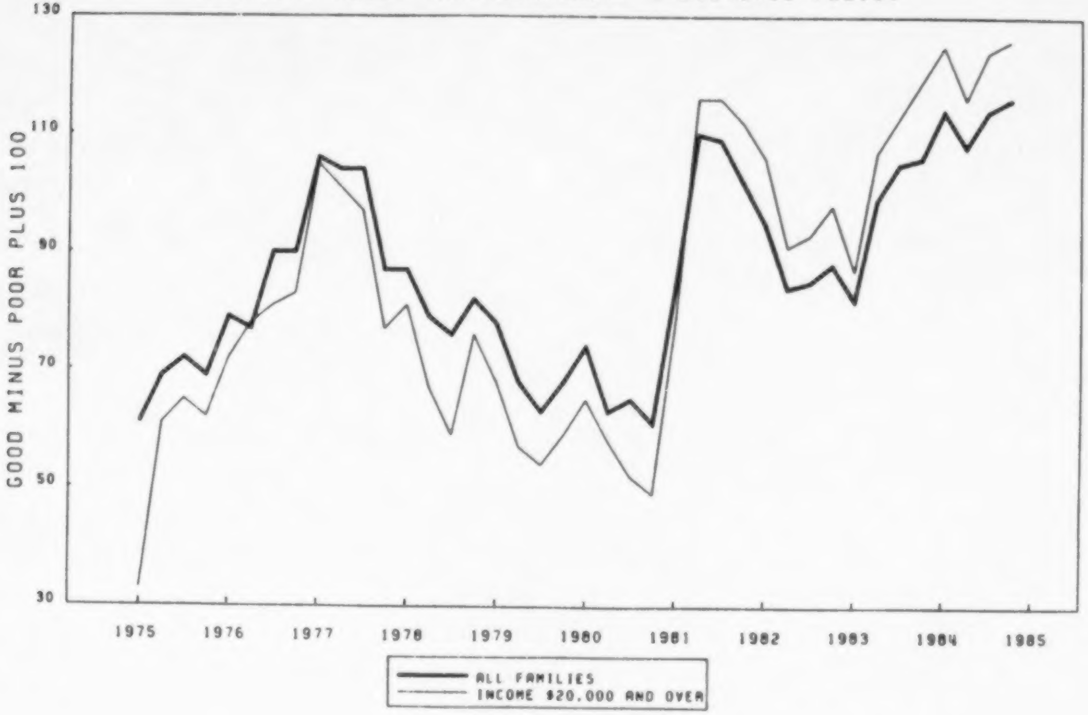


CHART 25 - HISTORICAL SERIES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

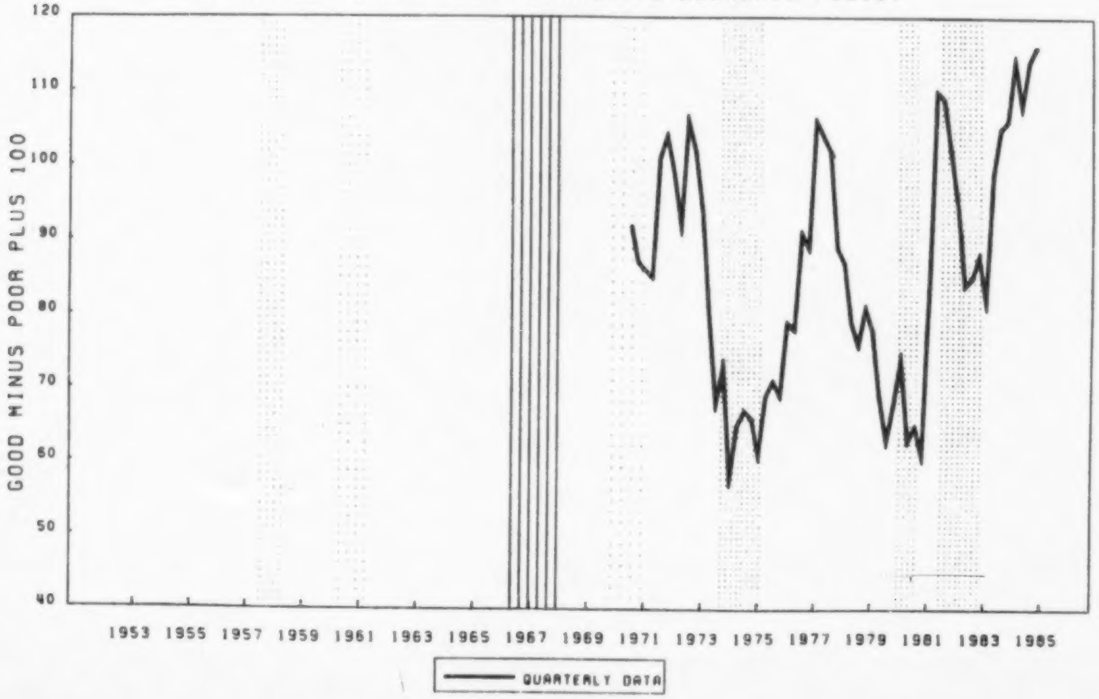


TABLE 25

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

	Oct-Dec. 1981	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984
A. ALL FAMILIES													
A GOOD JOB	26%	23%	19%	18%	20%	18%	21%	27%	27%	32%	28%	33%	33%
ONLY FAIR	46	45	43	46	44	44	54	49	50	48	50	46	47
A POOR JOB	25	29	35	33	32	36	23	22	21	18	20	19	18
DK,NA	3	3	3	3	4	2	2	2	2	2	2	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
A GOOD JOB	32%	30%	22%	22%	25%	19%	25%	31%	33%	38%	31%	38%	40%
ONLY FAIR	47	44	45	47	45	47	55	50	51	47	51	46	45
A POOR JOB	19	24	31	29	26	32	19	18	15	14	16	15	15
DK,NA	2	2	2	2	4	2	1	1	1	1	2	1	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "As to the economic policy of the government--I mean steps taken to fight inflation or unemployment--would you say the government is doing a good job, only fair, or a poor job?"

* : Less than half of one percent.

CHART 26 - RECENT CHANGES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

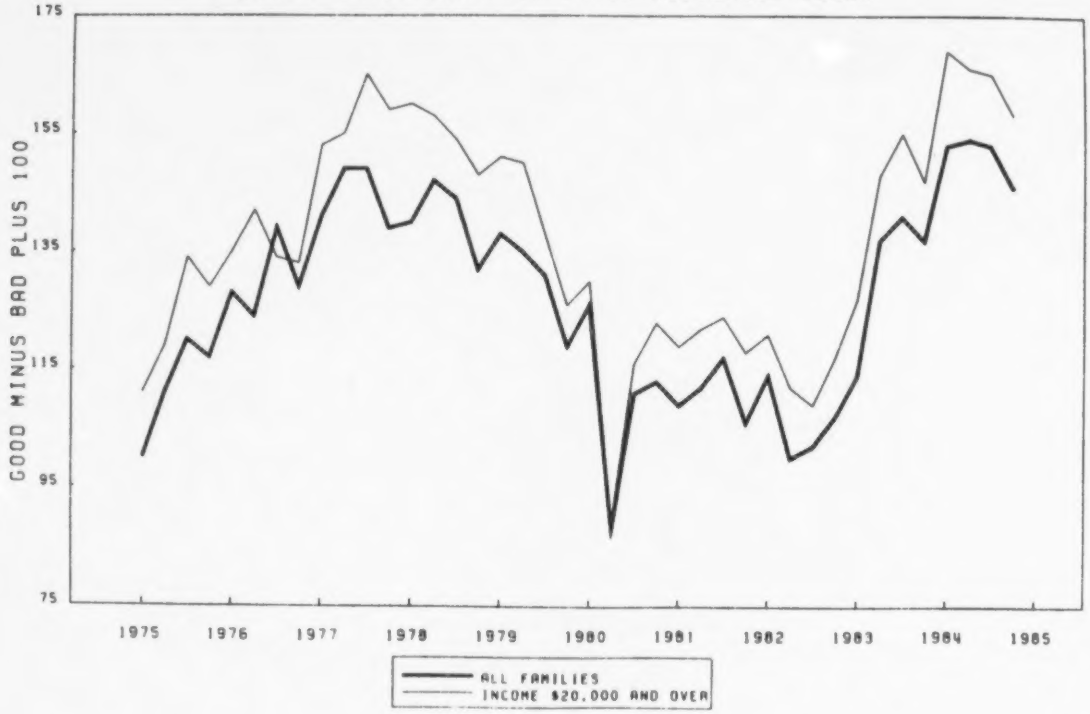


CHART 26 - HISTORICAL SERIES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

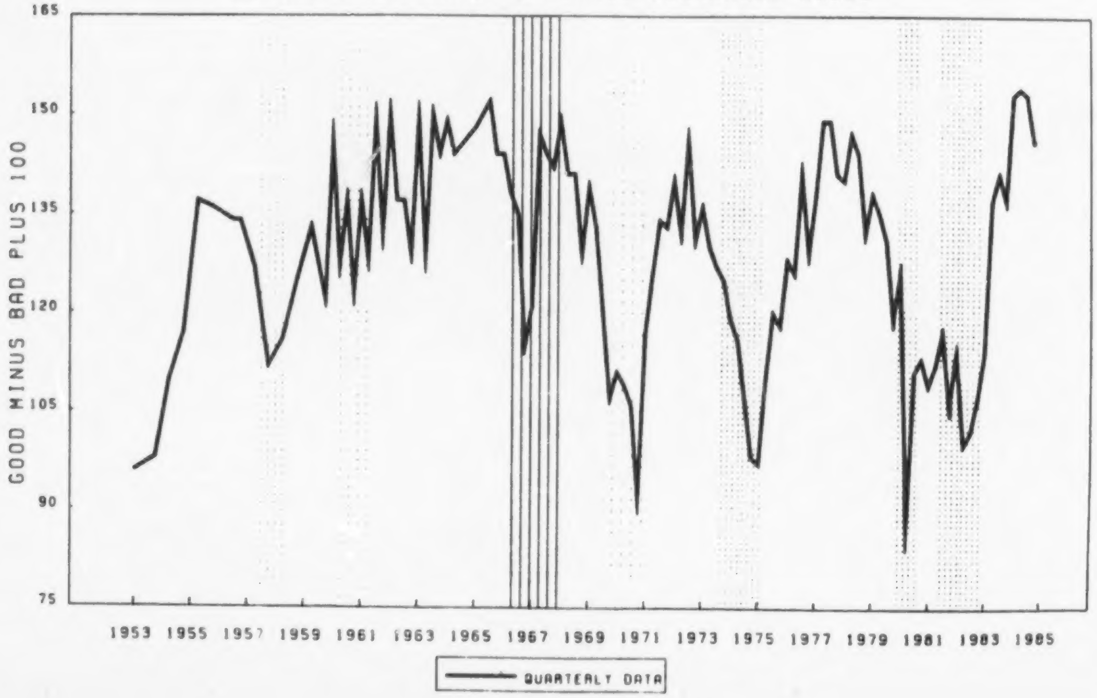


TABLE 26

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

	Oct-Dec. 1981	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984
A. ALL FAMILIES													
GOOD TIME TO BUY	46%	51%	43%	44%	48%	53%	64%	65%	63%	71%	72%	71%	68%
UNCERTAIN, DEPENDS	13	12	14	14	12	9	8	10	11	10	10	10	10
BAD TIME TO BUY	41	37	43	42	40	38	28	25	26	19	18	19	22
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY	53%	54%	48%	47%	52%	59%	70%	73%	69%	81%	79%	78%	75%
UNCERTAIN, DEPENDS	11	13	15	15	13	9	8	8	8	7	8	9	8
BAD TIME TO BUY	36	33	37	38	35	32	22	19	23	12	13	13	17
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?"

CHART 27A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

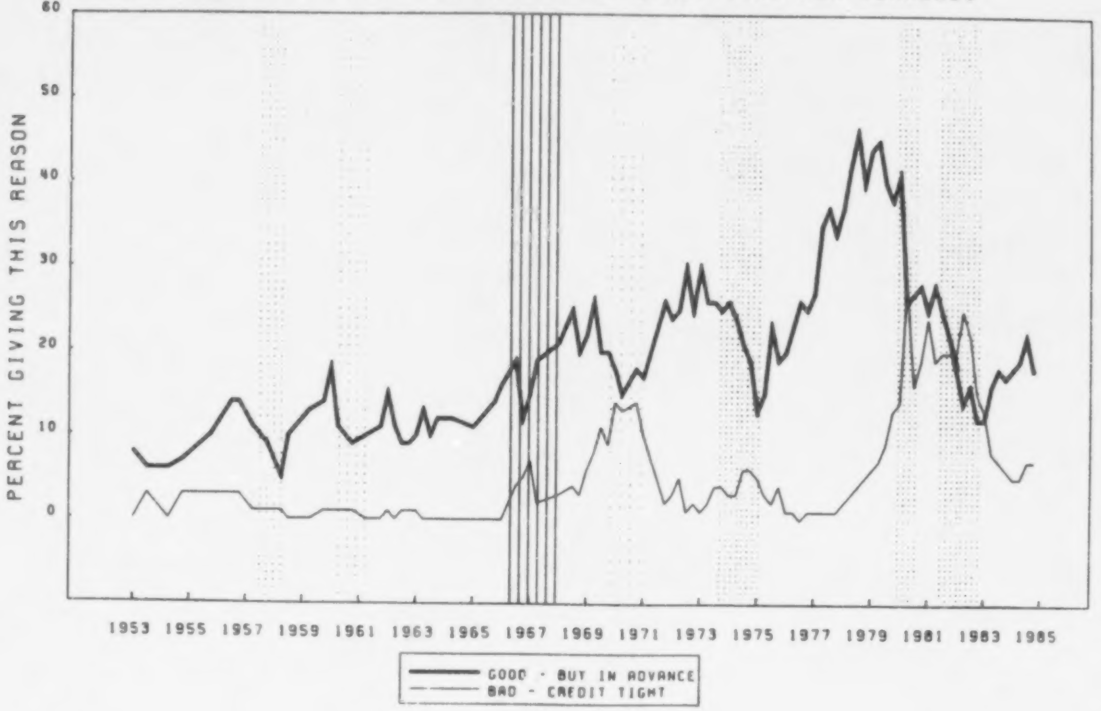


CHART 27B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

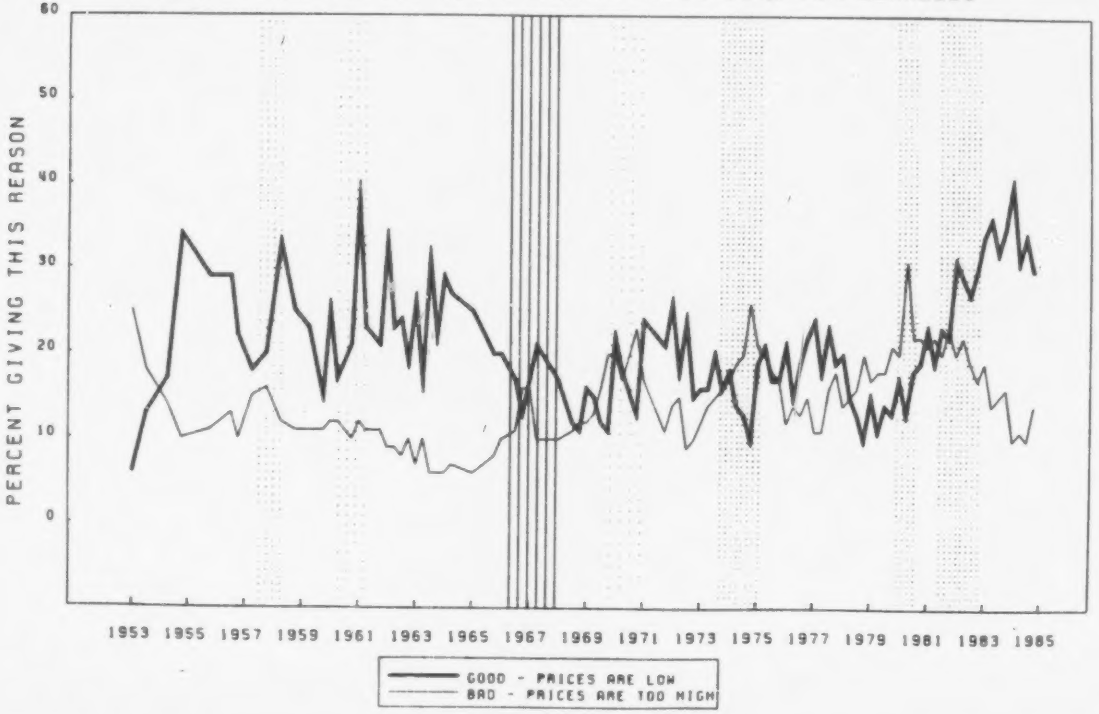


TABLE 27

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS +

	Oct-Dec. 1981	Jan Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984
A. ALL FAMILIES													
GOOD TIME TO BUY:													
Prices are low; good buys available	22%	31%	29%	27%	30%	34%	36%	32%	35%	40%	31%	34%	30%
Prices won't come down; are going higher	22	18	14	16	12	12	16	18	17	18	19	22	18
Interest rates low; credit is easy	2	2	2	3	6	9	14	12	7	10	12	9	11
BAD TIME TO BUY:													
Prices are high	23	20	22	19	17	19	14	15	16	10	11	10	14
Interest rates are high; credit is tight	20	20	25	22	15	13	8	7	6	5	5	7	7
Lack of purchasing power	13	15	20	20	22	19	14	10	10	8	6	6	7
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY:													
Prices are low; good buys available	27%	36%	33%	34%	35%	39%	39%	37%	42%	45%	36%	38%	37%
Prices won't come down: are going higher	24	20	16	17	12	14	19	20	18	21	22	22	19
Interest rates low; credit is easy	1	2	2	4	7	11	17	16	8	13	14	12	12
BAD TIME TO BUY:													
Prices are high	19	16	18	16	13	12	11	11	14	6	8	7	10
Interest rates are high; credit is tight	21	24	26	27	17	14	7	6	6	5	6	6	6
Lack of purchasing power	11	14	16	17	20	18	11	7	7	4	3	4	5

Responses to the query: "Why do you say so?" following the question on Table 26.

+ : May add to more than 100% due to multiple mentions.

CHART 28 - RECENT CHANGES
BUYING CONDITIONS FOR HOUSES

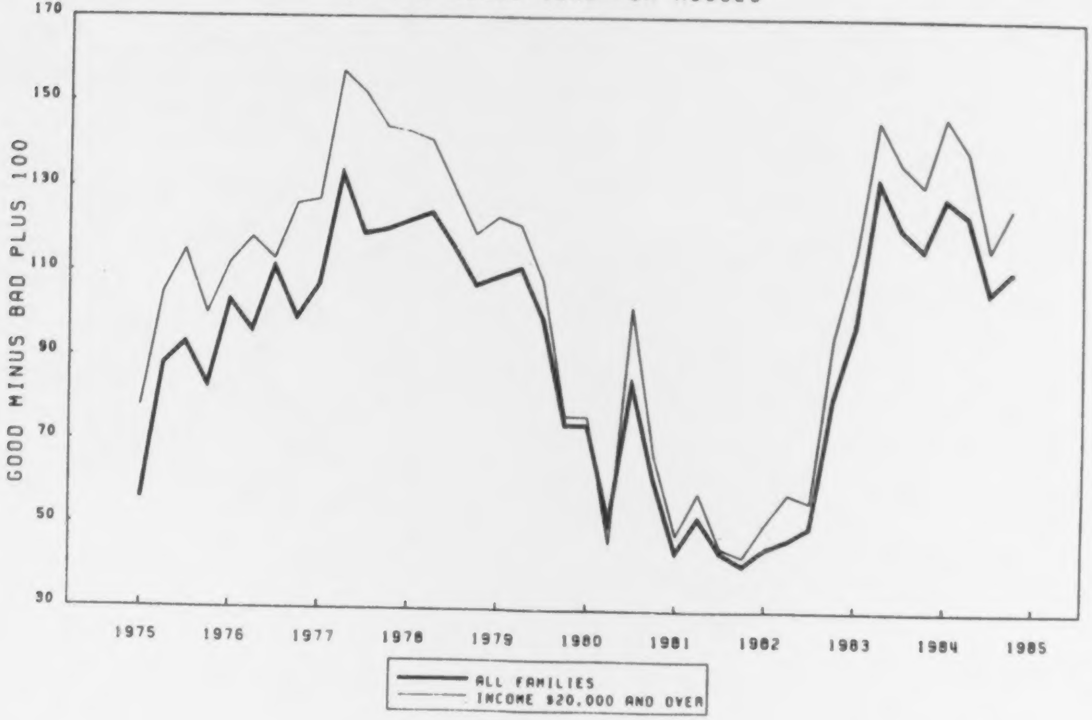


CHART 28 - HISTORICAL SERIES
BUYING CONDITIONS FOR HOUSES

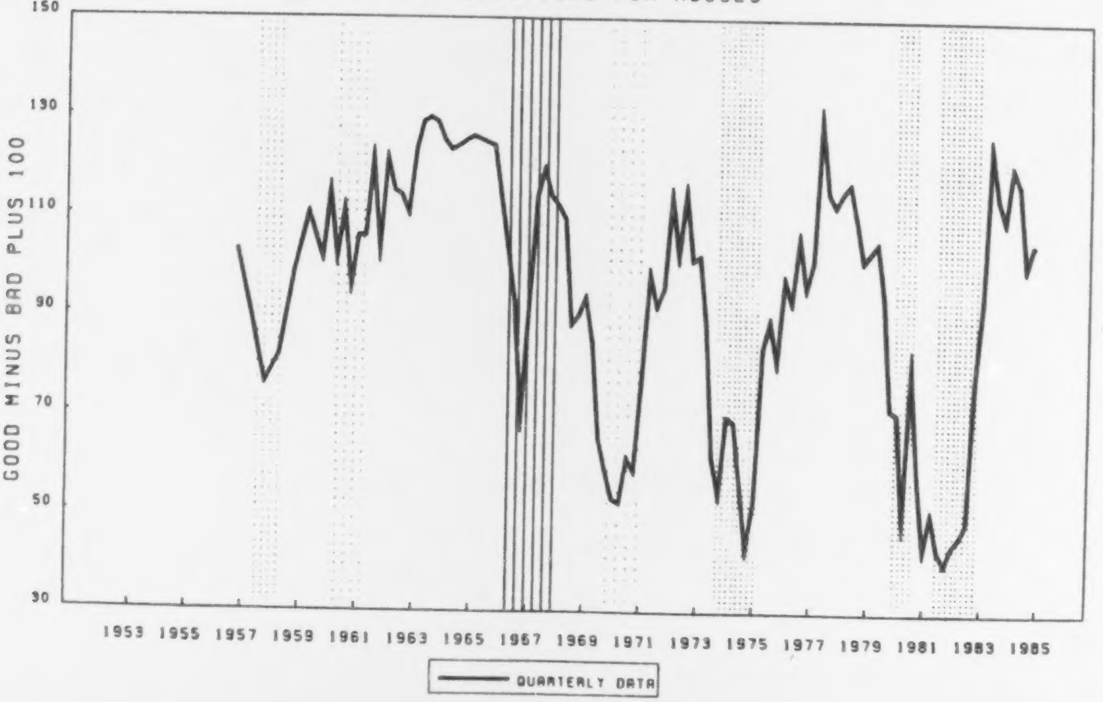


TABLE 28

BUYING CONDITIONS FOR HOUSES

	Oct-Dec. 1981	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984
A. ALL FAMILIES													
GOOD TIME TO BUY	18%	20%	20%	21%	38%	48%	64%	58%	55%	61%	59%	50%	53%
UNCERTAIN, DEPENDS	6	6	7	8	5	2	4	4	6	5	5	6	5
BAD TIME TO BUY	76	74	73	71	57	50	32	38	39	34	36	44	42
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY	18%	23%	25%	24%	45%	56%	72%	66%	63%	72%	68%	55%	61%
UNCERTAIN, DEPENDS	7	6	7	7	5	2	2	4	4	4	3	5	4
BAD TIME TO BUY	75	71	68	69	50	42	26	30	33	24	29	40	35
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Generally speaking, do you think now is a good time or a bad time to buy a house?"

CHART 29A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

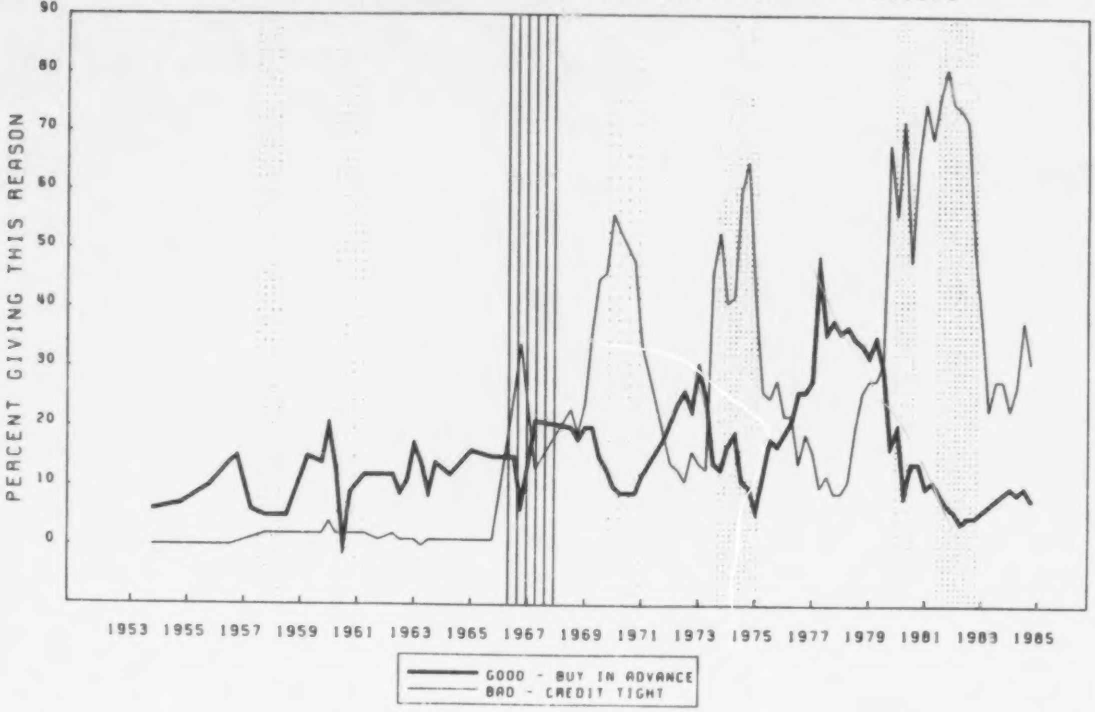


CHART 29B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

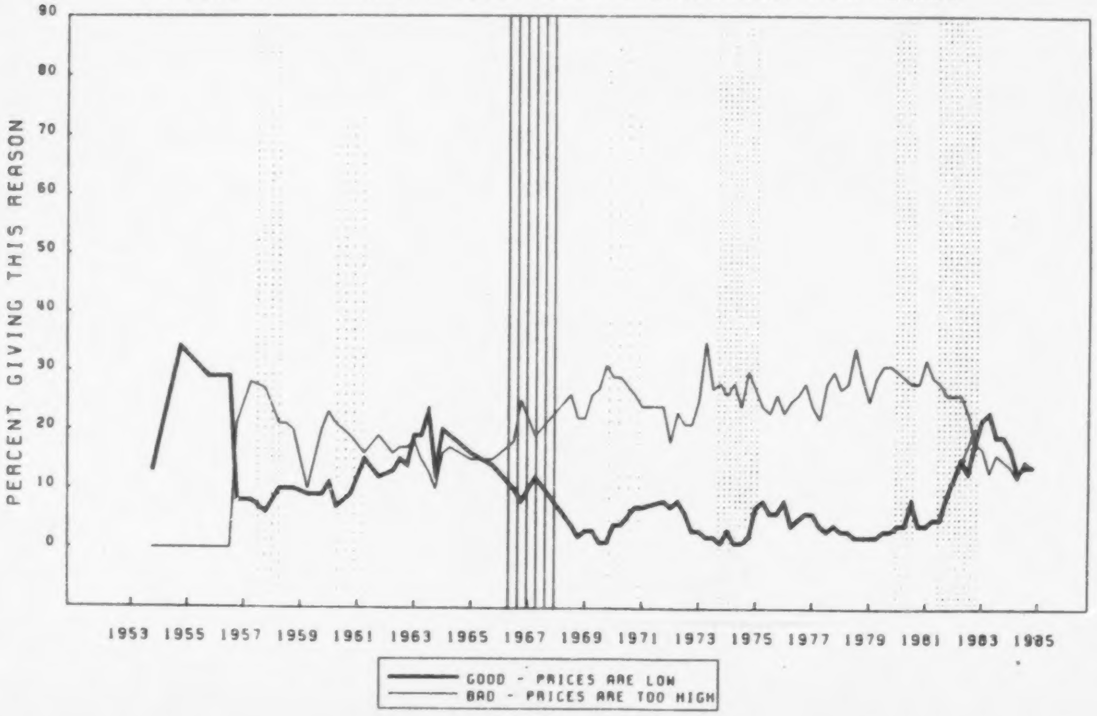


TABLE 29

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES +

	Oct-Dec. 1981	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984
A. ALL FAMILIES													
GOOD TIME TO BUY:													
Prices are low; good buys available	9%	12%	15%	13%	18%	22%	23%	19%	19%	17%	13%	14%	14%
Prices won't come down; are going higher	7	6	4	5	5	6	7	8	9	10	9	10	8
Interest rates low; credit is easy	5	6	6	10	29	40	57	47	40	47	45	35	39
Good investment	4	5	5	3	4	4	5	6	6	7	6	5	6
BAD TIME TO BUY:													
Prices are high	26	26	26	23	18	17	13	16	15	14	12	15	14
Interest rates are high credit is tight	81	75	74	72	50	38	23	28	28	23	27	38	31
Lack of purchasing power	16	21	21	23	23	22	14	13	15	11	11	11	12
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY:													
Prices are low; good buys available	10%	17%	21%	19%	24%	27%	28%	23%	23%	21%	16%	17%	18%
Prices won't come down; are going higher	7	6	6	4	5	7	8	9	9	10	12	12	9
Interest rates low; credit is easy	5	8	8	13	36	50	66	56	49	59	54	43	47
Good investment	5	4	5	3	5	5	5	7	6	9	8	6	6
BAD TIME TO BUY:													
Prices are high	22	23	23	18	16	13	9	12	13	11	10	12	11
Interest rates are high; credit is tight	85	80	73	77	48	37	21	27	26	19	26	38	31
Lack of purchasing power	14	15	17	18	16	16	9	10	9	5	7	8	7

Responses to the query: "Why do you say so?" following the question on Table 28.

+ : May add to more than 100% due to multiple mentions

CHART 30 - RECENT CHANGES
BUYING CONDITIONS FOR CARS

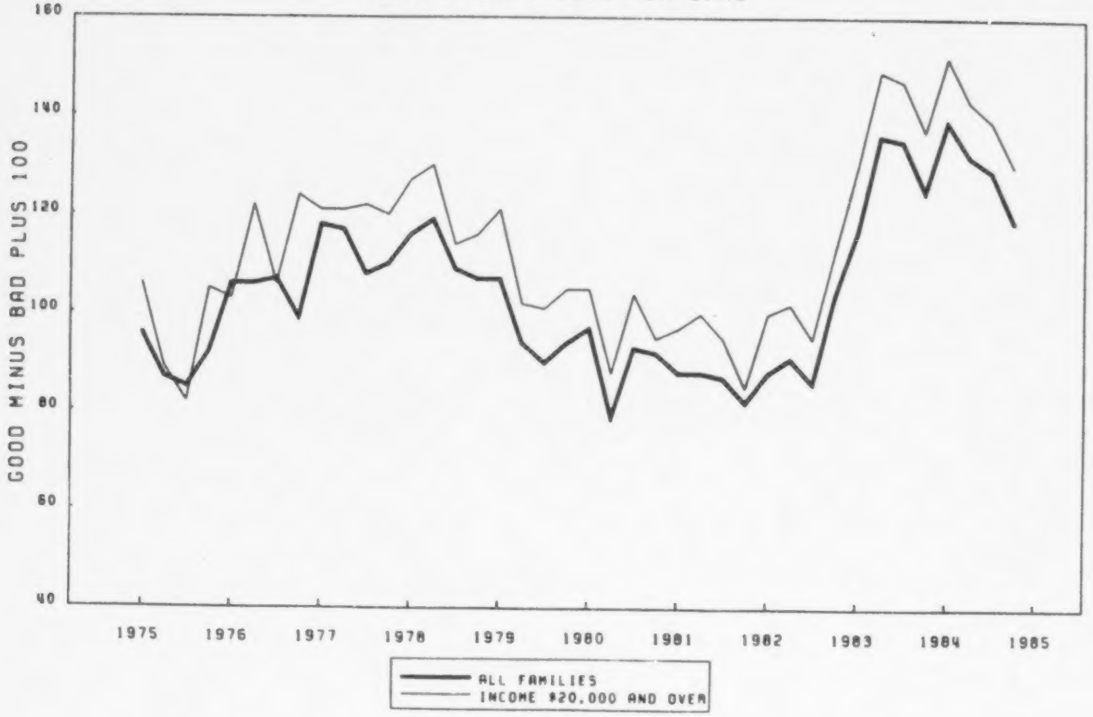


CHART 30 - HISTORICAL SERIES
BUYING CONDITIONS FOR CARS

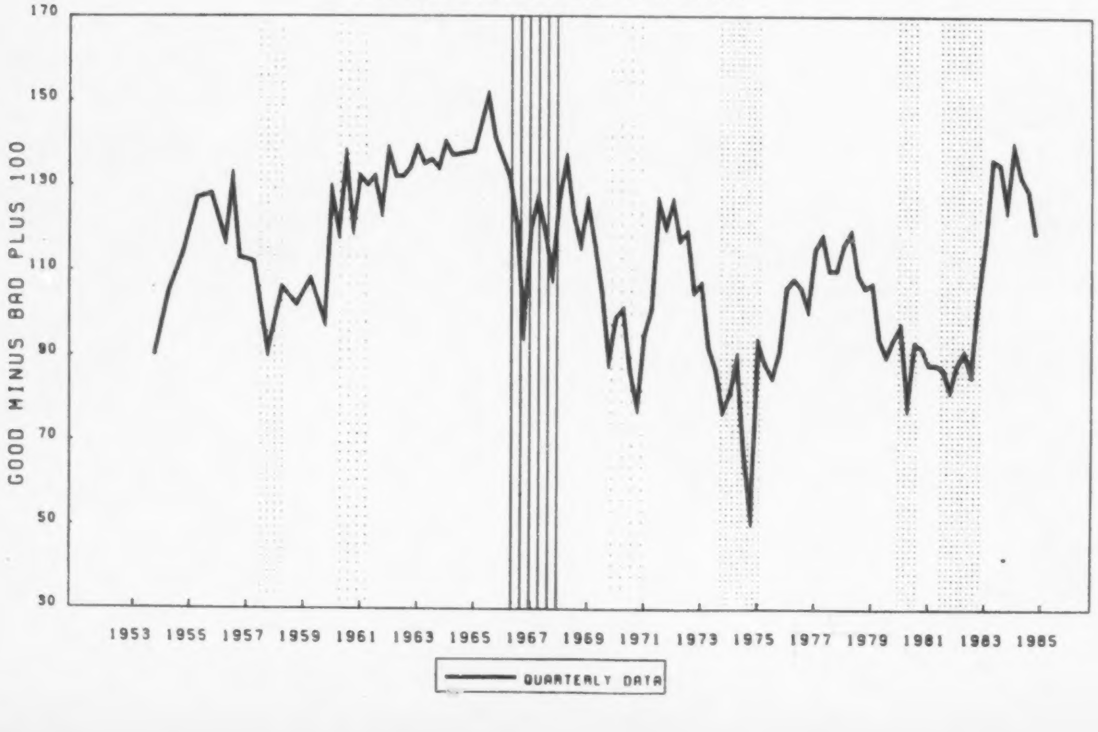


TABLE 30

BUYING CONDITIONS FOR CARS

	Oct- Dec. 1981	Jan- Mar. 1982	Apr- June 1982	Jul- Sept 1982	Oct- Dec. 1982	Jan- Mar. 1983	Apr- June 1983	Jul- Sept 1983	Oct- Dec. 1983	Jan- Mar. 1984	Apr- June 1984	Jul- Sept 1984	Oct- Dec. 1984
A. ALL FAMILIES													
GOOD TIME TO BUY	36%	39%	41%	37%	47%	55%	65%	64%	58%	64%	61%	60%	55%
UNCERTAIN; DEPENDS	10	10	9	11	9	7	6	7	9	11	10	9	10
BAD TIME TO BUY	54	51	50	52	44	38	29	29	33	25	29	31	35
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY	39%	46%	48%	43%	53%	61%	72%	72%	65%	72%	68%	66%	61%
UNCERTAIN; DEPENDS	7	8	6	9	8	8	5	4	7	7	7	7	7
BAD TIME TO BUY	54	46	46	48	39	31	23	24	28	21	25	27	32
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Speaking now of the automobile market--do you think the next 12 months or so will be a good time or a bad time to buy a car?"

CHART 31A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

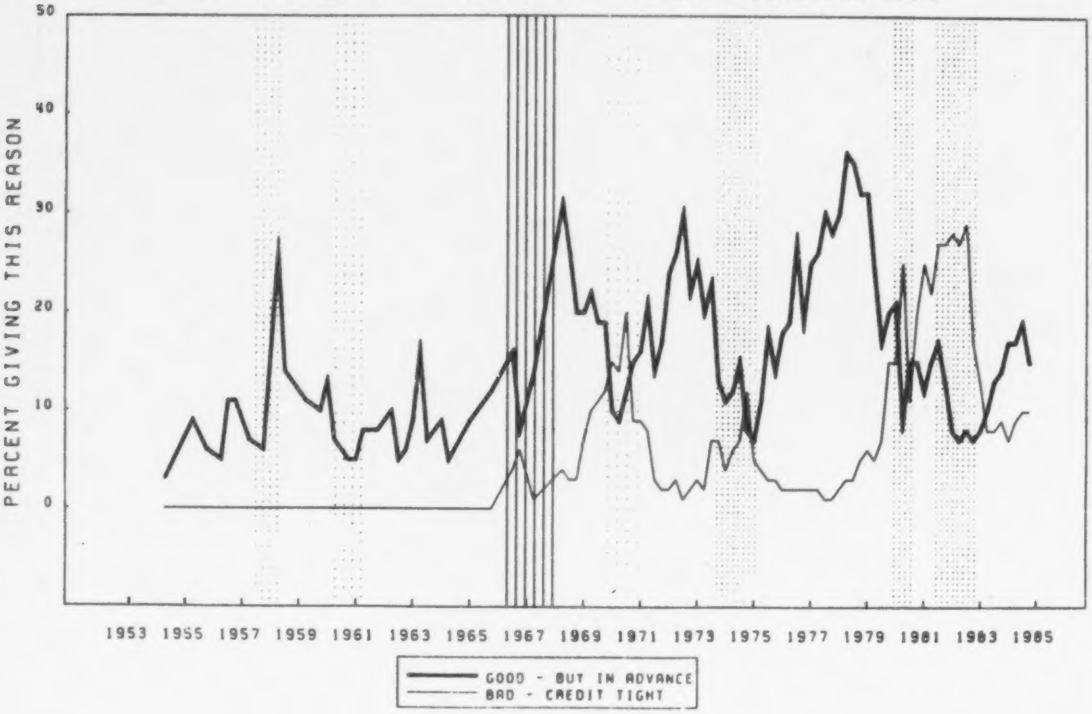


CHART 31B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

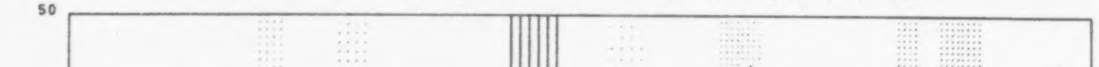


TABLE 31

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS +

	Oct-Dec. 1981	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984
A. ALL FAMILIES													
GOOD TIME TO BUY:													
Prices are low; good buys available	21%	33%	35%	27%	31%	24%	26%	26%	21%	24%	19%	21%	18%
Prices won't come down; are going higher	13	8	7	8	7	8	10	13	14	17	17	19	15
Interest rates low; credit is easy	5	4	8	7	19	33	40	33	20	22	19	19	16
New fuel efficient models	1	2	1	1	1	2	1	2	2	1	2	1	1
BAD TIME TO BUY:													
Prices are high	35	32	29	30	25	24	19	18	24	17	20	20	24
Interest rates are high; credit is tight	27	28	27	29	17	13	8	8	9	7	9	10	10
Lack of purchasing power	9	14	12	13	14	11	7	7	6	4	4	5	7
Price of gas; shortages	2	2	1	1	1	*	1	*	*	*	*	*	*
Poor selection; quality	9	8	8	8	7	5	5	4	6	4	3	4	4
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY:													
Prices are low; good buys available	24%	42%	41%	35%	34%	30%	30%	30%	24%	28%	21%	24%	21%
Prices won't come down; are going higher	14	10	6	9	6	8	11	15	16	19	20	22	17
Interest rates low; credit is easy	7	5	11	10	25	39	46	41	24	28	24	23	19
New fuel efficient models	2	2	1	2	1	1	1	1	3	1	2	2	1
BAD TIME TO BUY:													
Prices are high	36	31	26	29	25	20	17	16	22	16	17	19	22
Interest rates are high; credit is tight	30	28	29	30	19	13	6	7	9	7	9	11	10
Lack of purchasing power	7	11	10	10	10	5	4	5	4	2	3	3	5
Price of gas; shortages	1	1	1	1	*	*	*	*	*	*	*	*	*
Poor selection; quality	11	7	8	8	7	6	4	4	5	3	3	3	4

Responses to the query: "Why do you say so?" following the question on Table 30.

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

CHART 32 - RECENT CHANGES
PLANS TO PURCHASE AN AUTOMOBILE DURING THE NEXT 12 MONTHS

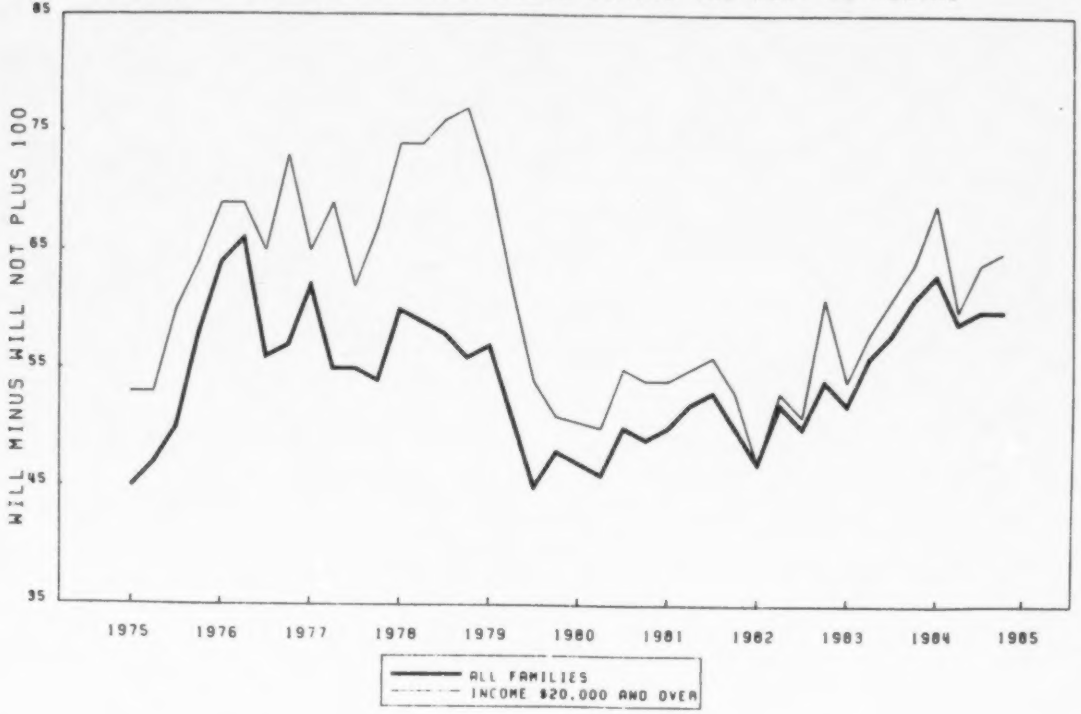


CHART 32 - HISTORICAL SERIES
PLANS TO PURCHASE AN AUTOMOBILE DURING THE NEXT 12 MONTHS

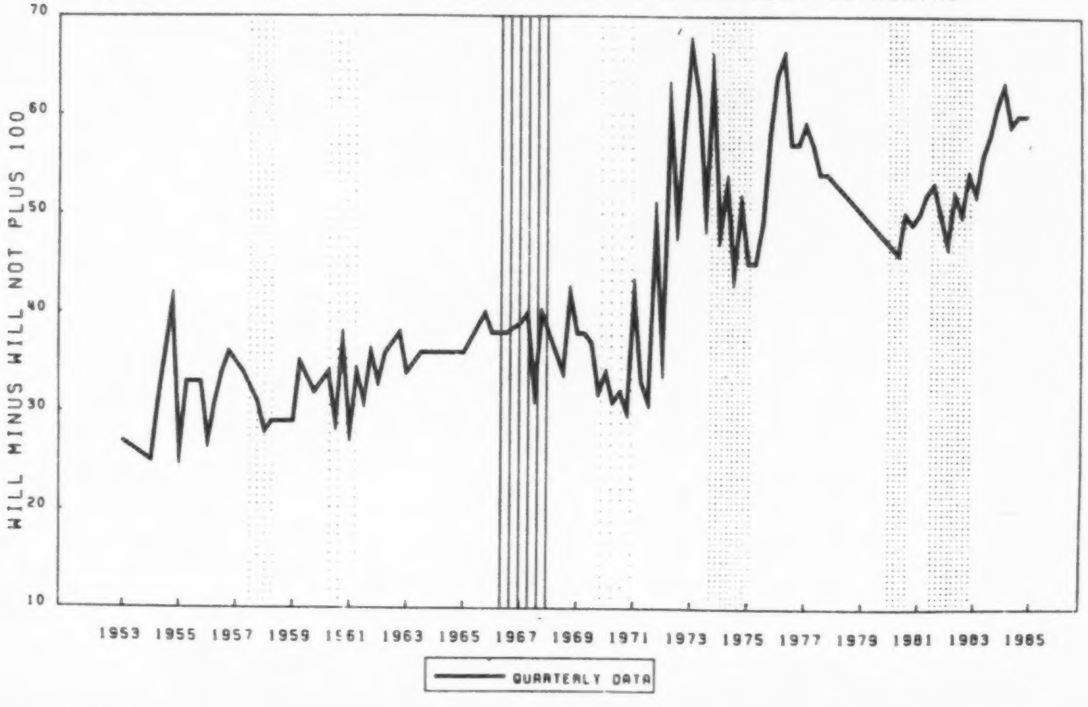


TABLE 32

PLANS TO PURCHASE AN AUTOMOBILE DURING THE NEXT 12 MONTHS

	Oct-Dec. 1981	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984
A. ALL FAMILIES													
PROBABLY WILL BUY	17%	16%	18%	16%	19%	17%	19%	20%	21%	22%	20%	21%	20%
CHANCES ARE EVEN	7	7	7	7	8	8	8	7	9	9	9	8	9
PROBABLY WILL NOT BUY	66	68	66	67	65	65	62	62	60	59	61	61	61
DK,NA	10	9	9	10	8	10	11	11	10	10	10	10	10
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
PROBABLY WILL BUY	22%	19%	22%	21%	25%	22%	23%	25%	26%	29%	24%	26%	27%
CHANCES ARE EVEN	6	7	7	7	8	8	9	8	9	10	9	8	9
PROBABLY WILL NOT BUY	69	72	69	70	64	68	65	64	62	59	63	62	62
DK,NA	3	2	2	2	3	2	3	3	3	2	4	4	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "What do you think are the chances that you (or anyone else in your family living there) will buy or lease a car during the next 12 months--would you say you probably will, probably will not, or are the chances about even, or what?"

TABLE 33

CURRENT VEHICLE PURCHASE INTENTIONS

	Oct-Dec. 1981	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984
A. ALL FAMILIES													
PROPORTION WITH CURRENT PURCHASE INTENTIONS:	24%	23%	25%	23%	27%	25%	27%	27%	30%	31%	29%	29%	29%
PURCHASE TYPE:													
Buy new	11	10	11	11	12	12	13	13	17	15	15	14	14
Buy used	11	11	12	10	12	11	12	12	10	14	12	12	13
Lease	1	1	1	1	2	1	1	1	2	1	1	2	1
DK,NA	1	1	1	1	1	1	1	1	1	1	1	1	1
PURCHASE TIMING:													
Next 3 months	2	3	4	4	4	3	3	4	4	3	4	4	5
Next 4-6 months	6	6	6	5	6	6	8	6	6	9	8	6	6
Next 7-9 months	7	6	6	3	6	7	8	4	9	7	7	4	8
10 months or more	5	5	4	5	6	5	3	7	7	6	5	8	6
DK,NA	4	3	5	6	5	4	5	6	4	6	5	7	4
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
PROPORTION WITH CURRENT PURCHASE INTENTIONS:	28%	26%	29%	28%	33%	30%	32%	33%	35%	39%	33%	34%	36%
PURCHASE TYPE:													
Buy new	12	14	15	15	17	17	18	17	22	21	17	20	20
Buy used	13	10	11	11	13	11	12	13	10	15	13	11	13
Lease	1	1	2	1	2	1	1	2	2	2	2	2	2
DK,NA	2	1	1	1	1	1	1	1	1	1	1	1	1
PURCHASE TIMING:													
Next 3 months	4	3	3	5	4	3	4	5	5	5	5	5	7
Next 4-6 months	6	7	8	6	7	8	10	8	8	12	9	9	8
Next 7-9 months	8	7	8	5	8	7	8	4	10	10	9	5	10
10 months or more	6	5	5	6	8	7	4	10	8	7	5	9	8
DK,NA	4	4	5	6	6	5	6	6	4	5	5	6	3

If response was "PROBABLY WILL BUY" or "CHANCES ARE EVEN" in Table 32, then the questions were: "If you do buy or lease a car, would it be a new car, or a used car?" , "Would you buy or lease?" and "When do you think you might buy or lease a car?"

TABLE 34

FUTURE VEHICLE PURCHASE INTENTIONS

	Oct-Dec. 1981	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984
A. ALL FAMILIES													
PROPORTION WITH FUTURE PURCHASE INTENTIONS:	66%	68%	66%	67%	65%	65%	62%	62%	60%	59%	61%	61%	61%
PURCHASE TYPE:													
Would buy new	35	37	36	38	37	33	37	34	35	33	34	34	33
Would buy used	29	29	28	27	26	30	24	26	24	24	26	25	27
DK,NA	2	2	2	2	2	2	1	2	1	2	1	2	1
PURCHASE TIMING:													
Less than 2 years	6	7	5	5	6	7	7	8	6	7	7	6	7
2 years	20	22	22	21	22	20	22	22	20	19	21	21	21
3 years	9	11	12	12	10	10	11	9	10	9	9	10	10
4 years or more	21	21	19	20	18	21	18	17	18	17	17	16	16
Indefinite	3	2	2	3	3	2	1	2	1	3	2	3	2
DK,NA	7	5	6	6	6	5	3	4	5	4	5	5	5
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
PROPORTION WITH FUTURE PURCHASE INTENTIONS:	69%	72%	69%	70%	64%	68%	65%	64%	62%	59%	63%	62%	62%
PURCHASE TYPE:													
Would buy new	42	46	42	48	40	41	42	41	42	38	42	38	39
Would buy used	25	25	25	21	22	26	22	22	19	19	20	22	22
DK,NA	2	1	2	1	2	1	1	1	1	2	1	2	1
PURCHASE TIMING:													
Less than 2 years	7	10	7	5	7	8	8	9	6	8	7	7	6
2 years	23	25	26	25	24	25	24	26	23	21	24	24	25
3 years	10	13	14	15	11	11	12	10	12	11	10	11	11
4 years or more	22	21	17	19	17	21	18	16	17	16	18	17	17
Indefinite	2	1	1	2	2	1	1	1	1	1	1	1	1
DK,NA	5	2	4	4	3	2	2	2	3	2	3	2	2

If response was PROBABLY WILL NOT BUY" in Table 32, then the questions were: "If you were to buy a car, would it be a new car or a used car? and "How long do you think it may be before will buy or lease a car?"

EXPLANATORY CHARTS

CHART 1 - RECENT CHANGES
THE INDEX OF CONSUMER SENTIMENT

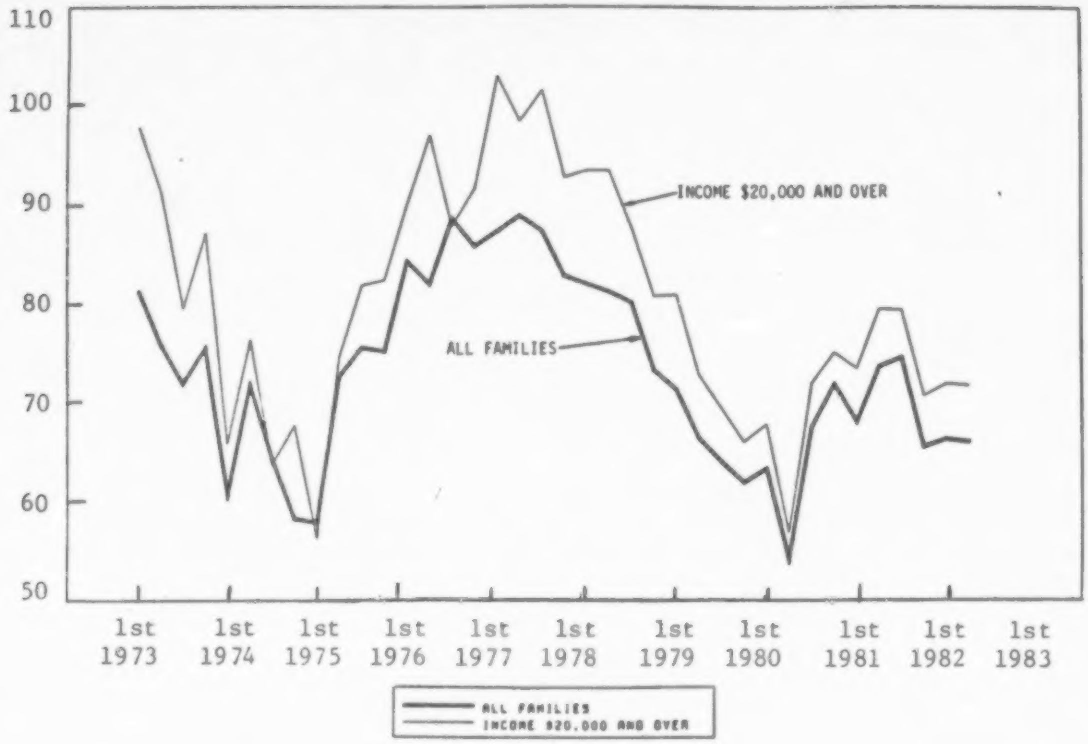
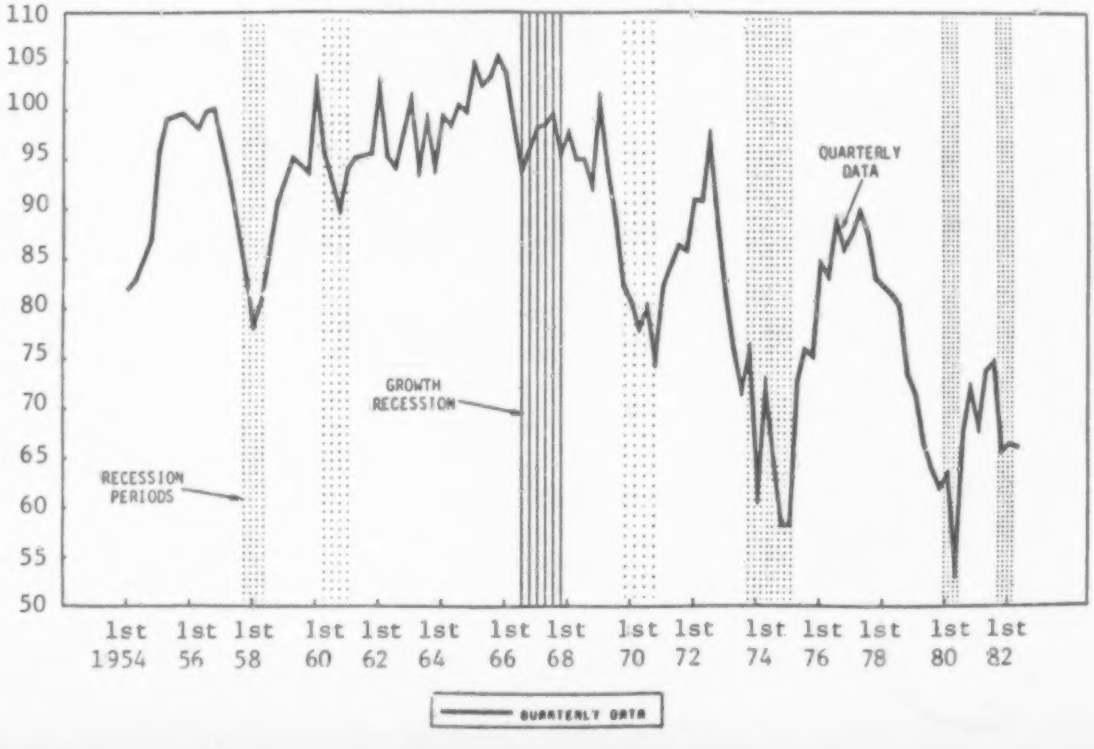


CHART 1 - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT



DESCRIPTION OF CHART LINES

ALL FAMILIES: Quarterly data for the total sample.

QUARTERLY DATA: Data collected by surveys conducted at three-month intervals before 1978, and collected in three monthly surveys per quarter from 1978 to the present.

TIME SCALE LABELS

Each tic mark on the time scale represents the first quarter of the indicated year.

NATIONAL BUREAU OF ECONOMIC RESEARCH, REFERENCE DATES FOR RECESSIONS

DATES:
November 1948 - October 1949
July 1953 - May 1954
August 1957 - April 1958
April 1960 - February 1961
June 1966 - November 1967*
December 1969 - November 1970
November 1973 - March 1975
January 1980 - July 1980
July 1981 - November 1982

Notes:

RECESSION PERIOD: Reduction in the national output of goods and services, generally lasting at least two quarters.

*GROWTH RECESSION: Retardation in the rate of growth of output and employment (usually followed by a recession and always the initial stage of a recession).

APPROXIMATE SAMPLING ERRORS[a] OF SURVEY FINDINGS

(In percentages by size of sample or subgroup)

Reported Percentages	Number of Interviews		
	700[b]	1,400[c]	2,100[d]
50	4.2	3.2	2.8
30 or 70	3.8	2.9	2.5
20 or 80	3.4	2.6	2.2
10 or 90	2.5	1.9	1.6
5 or 95	1.8	1.4	1.2

---

[a] The figures in this table represent two standard errors. Hence, for most items the chances are 95 in 100 that the value being estimated lies within a range equal to the reported percentages, plus or minus the sampling error.

[b] Average size of monthly surveys.

[c] Average size of two monthly surveys.

[d] Average size of three monthly surveys (one quarter).

2/6/85 U7475-1 A

Surveys of Consumer Attitudes

Richard T. Curtin, *Director*

January 31, 1985

Fourth Quarter Surveys
October-December 1984

PERSONAL FINANCES: SOURCE OF CONFIDENCE

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October-December 1984 TABLES AND CHARTS

Historical Data

Monitoring Economic Change Program
Institute for Social Research • P.O. Box 1248 • Ann Arbor, Michigan 48106-1248 • (313) 763-5224

Highlights

- In the fourth quarter 1984 survey, the Index of Consumer Sentiment was 95.0, down from 98.9 one quarter earlier, and the cyclical peak of 99.5 recorded in the first quarter of 1984. Despite this small year end decline, the average level of consumer confidence recorded during 1984 was higher than in any prior year since the late 1960s.

- Among families with incomes of $25,000 or more, the Index stood at 104.3 in the fourth quarter of 1984, down from 107.9 one quarter earlier, and the cyclical peak of 113.2 at the start of 1984.

- The financial situation of American families posted greater improvement during 1984 than in any prior year during the past two decades. Approximately 45 percent of all families reported improved finances in each of the quarterly surveys conducted during 1984. Financial prospects for the year ahead were also maintained at very favorable levels, with improved finances expected by 38 percent of all families, compared with just 11 percent that expected financial reversals.

- The majority of families continue to hold favorable views of the progress made by the national economy during year. Developments in late 1984, however, suggest a rising a rising concern with job prospects. For the first time in two years, more families expected the unemployment rate to increase rather than to decline during the year ahead, although the margin of difference was small (25 versus 21 percent).

- The maintenance of favorable prospects for the economy as a whole was largely due to the expectation of continued low rates of inflation as well as lower interest rates. Despite rising concerns with unemployment, at year end 1985 confidence in government economic policies to reduce both inflation and unemployment reached the highest level recorded during the last decade.

- The majority of consumers have held favorable buying attitudes throughout the past two years. Favorable buying attitudes first reached peak levels in the second quarter of 1983. Small declines recorded during the balance of 1983 were completely reversed by the start of 1984. Since then buying attitudes have again recorded small declines, but nonetheless remain near levels comparable to the cyclical peaks recorded in the late 1970s.

Personal Financial Progress Best in Twenty Years

The personal financial situation of American families improved to a greater extent in 1984 than in any other year in the prior two decade. Among all families in the fourth quarter 1984 survey, 44 percent reported that their financial situation had improved, just below the 45 percent recorded in each of the first three quarters of 1984. In comparison, the 1972 and the 1965 peaks were slightly higher, but these favorable levels were only sustained for one quarter—47 percent in the second quarter of 1972 and 50 percent in the second quarter of 1965. Among families with incomes of $20,000 or more, 54 percent reported that their financial situation had improved, just below the cyclical peak of 57 percent recorded in the first quarter of 1984.

When asked to explain how their financial situation had improved, 35 percent of all families mentioned that their income had increased in the fourth quarter survey, a level that has remained largely unchanged throughout 1984. Among households with above median incomes, 45 percent reported income increases in the fourth quarter 1984 survey, largely unchanged from the first three quarters of 1984. In addition to more favorable trends in nominal incomes, fewer families mentioned the erosion of the purchasing power of their incomes due to inflation in the 1984 surveys than in any prior year since the late 1960s.

American families have viewed prospects for improvement in their financial situation favorably since the start of 1983. In the fourth quarter 1984 survey, 38 percent of all families expected their financial situation to improve during 1985, just above the 37 percent that expected improvement one year earlier. Just 11 percent of all families in the fourth quarter 1984 survey expected their financial situation to worsen during the year ahead, unchanged from the fourth quarter 1983 reading. Among households with above median incomes, 45 percent expected an improved financial situation in the fourth quarter survey, compared with just 7 percent that expected financial reversals.

The sustained optimistic outlook for personal finances has not been due to rising income expectations, but rather to the expectation that inflation would continue to remain at low levels. The proportion of families in the fourth quarter 1984 survey that expected income increases of 6% or more was 34 percent, just above the 32 percent recorded one year earlier, but below the 37 percent that was recorded two years earlier. During that same time, the expected annual rate of inflation fell from 5.6% in late 1982 to 5.1% in the forth quarter surveys of both 1983 and 1984. As a result, in 1984 families held the most favorable real income expectations during the past ten years.

Given that these favorable financial prospects are based on low rates of inflation and limited income increases, consumers have adopted a somewhat more cautious outlook toward use of savings or debt to finance major purchases. The future burden of debt repayments will not be eased by rapid inflation, nor will the value of accumulated savings erode as quickly as was the case in the late 1970s. Among all families in the fourth quarter survey, 36 percent said that they were willing to use part of their savings in order to make major purchases, down from 42 percent six months earlier, and just above the 35 percent recorded one year earlier (see Table A). Willingness to incur new debt was reported by 27 percent of all families in the fourth quarter of 1984, down from 29 percent six months earlier, and just above the 25 percent one year earlier.

Becoming Accustomed to Expansion

The majority of consumers have viewed the progress made by the national economy in very favorable terms throughout 1984. Among all families in the fourth quarter survey, 64 percent thought that economic conditions had improved during the past year, just below the 67 percent recorded both one quarter and one year earlier. Although the proportion that reported improved business conditions has declined from the cyclical peak of 71 percent at the start of 1984, at year end it still remained higher than at prior cyclical peak levels.

Given that these very favorable evaluations of the performance of the economy have lasted for nearly two years, it is no surprise that the widespread enthusiasm which greeted the initial phase of recovery has now been transformed into an accustomed awareness. Soon after the recovery first took hold in early 1983, the proportion of families that had recently heard of favorable economic development reached an all time peak of 80 percent. Only half as many respondents reported hearing of favorable economic developments by the end of 1984 (41 percent). This decline in perceptions of ongoing favorable economic developments has been due to both economic and psychological factors.

As the expansion period lengthened, developments that initially commanded widespread recognition and prompted sharp upward revisions in sentiment gradually lost their impact through the process of habituation. As people became accustomed to favorable developments, even the once constant attention given to these developments waned. The rising proportion of families that said they had not heard of any recent economic developments, either favorable or unfavorable, reflects this process of habituation—up from 30 percent in early 1983 to 46 percent by the close of 1984. At the same time, rather than a resurgence in perceptions of unfavorable developments, the proportion of families that reported hearing of unfavorable developments only rose from 31 to 38 percent. Although habituation does decrease the public's attention to the continuation of favorable trends, it also acts to insulate current attitudes and expectations from change. Change requires the repeated acquisition of information on new developments that casts doubt on the accustomed pattern.

Job Prospects Top Concern

The small overall rise in reports of unfavorable developments at year end was focused on changing job prospects. In the fourth quarter 1984 survey, 14 percent mentioned hearing of news of increases in employment, down from 26 percent at the start of the year, while reports of increases in unemployment rose to 17 percent at year end from 12 percent in the first quarter of 1984.

The negative shift in reports on recent employment trends was accompanied by less favorable job prospects for the year ahead. In the fourth quarter 1984 survey, for the first time in two years, the proportion of families that expected a decline in the aggregate unemployment rate fell below the proportion that expected the unemployment rate to increase. Among all families, 21 percent expected declines in unemployment during the year ahead, compared with 25 percent that expected increases. At the start of 1984, more than twice as many families expected declines rather than increases in unemployment (35 versus 15 percent). Importantly, the majority of families (52 percent) expected the unemployment rate to remain largely unchanged at its current relatively high level during the year ahead.

Prospects for the Economy: Diminished but Still Favorable

The outlook for the general economy remained largely unchanged at favorable levels during the last nine months of 1984. Among all families in the fourth quarter survey, twice as many families expected further improvement rather than reversals in the national economy (33 versus 16 percent). Consumers, however, do not expect the same high rate of economic growth for 1985 as they did for 1984—at this time last year, four times as many families expected improved economic conditions (45 versus 10 percent).

Despite the expected slowdown in the pace of economic growth, the majority of families expect the persistence of good times financially in the economy as a whole in both the near and longer terms. Among all families in the fourth quarter 1984 survey, 59 percent expected good times financially in the economy as a whole during the next twelve months, just below the 63 percent recorded one quarter earlier and the 61 percent recorded one year earlier. Economic prospects over the longer term have also remained favorable. In the fourth quarter 1984 survey, 42 percent of all families expected good times financially over the next five years, down from 46 percent one quarter earlier, but above the 39 percent recorded one year earlier. On balance, long term economic expectations remained favorable during the entire year of 1984—for the first time since the late 1960s.

Confidence in government economic policies to reduce both inflation and unemployment was higher in the fourth quarter 1984 survey than at any prior time during the past decade. Among all families, 33 percent favorably rated government economic policies, unchanged from the third quarter reading and above the 27 percent recorded one year earlier. Unfavorable evaluations of government economic policies were given by 18 percent of all families, down from 21 percent one year earlier.

Interest Rate Expectations Improve

Interest rate expectations, following sharp increases in early 1984, posted significant declines in the second half of the year. Among all families in the fourth quarter 1984 survey, 42 percent expected interest rates to increase, down from 55 percent in the third quarter and 66 percent in the second quarter. The proportion of families that expected interest rates to decline was 24 percent in the fourth quarter, up from 9 percent two quarters earlier.

Buying Attitudes Remain Favorable

Attitudes toward buying conditions for homes improved by a small amount at year end 1984. Among all families, 53 percent held favorable home buying attitudes in the fourth quarter survey, up from 50 percent one quarter earlier, but below the 61 percent recorded at the start of 1984. In early 1984, when interest rates were widely expected to increase, favorable home buying attitudes were supported in part by the appeal of borrowing-in-advance of those increases. Since mid 1984, as interest rate expectations declined, so has the appeal of borrowing-in-advance, falling to 9 percent at year end from 20 percent six months earlier (see Table B). The improvement at the close of 1984 was due to more frequent references to the current availability of lower mortgage rates, rising to 30 percent in the fourth quarter from 22 percent in the third quarter of 1984. References to high mortgage rates as a cause for postponement fell to 31 percent in the fourth quarter from 38 percent one quarter earlier, but remained above the 28 percent recorded one year earlier.

Favorable attitudes toward buying conditions for large household durables were held by 68 percent of all families in the fourth quarter 1984 survey, between the 71 percent recorded one quarter earlier and the 63 percent recorded one year earlier. The primary reason for the small decline in favorable attitudes during the past year has been fewer references to the availability of price discounts. In the fourth quarter 1984 survey, the proportion of families that cited the availability of price discounts on household durables fell to 30 percent from 34 percent one quarter earlier and the cyclical peak of 40 percent at the start of 1984. Importantly, unfavorable references to market prices for durables rose by only a marginal amount during 1984—from 10 to 14 percent.

Favorable car buying attitudes were held by 55 percent of all families in the fourth quarter 1984 survey, down from 60 percent one quarter earlier and 58 percent one year earlier. Although the fourth quarter 1984 reading of 55 percent was the lowest reading since the first quarter of 1983, it nonetheless remains at a level comparable with the cyclical peak recorded in the late 1970s. A decline in favorable perceptions of market prices for vehicles was the primary reason for the recent erosion. Among all families in the fourth quarter survey, 18 percent referred to the availability of price discounts on new vehicles, the lowest level recorded in more than three years. Although references to price discounts on vehicles has declined, the number of consumers that registered complaints about high vehicle prices had not increased by year end 1984 over the year earlier level—14 percent. Thus far, as with household durables, this shift in perceptions of market prices reflects the habituation to the availability of price discounts rather than rising complaints about price increases.

Summary Outlook

The small year end decline in consumer sentiment indicates the transition from the prolonged enthusiasm which accompanied the rapid recovery to the accustomed awareness of the ongoing economic expansion. Even after this small decline, consumer sentiment remained more favorable at year end 1984 than at the cyclical peak recorded in the late 1970s. Thus far, most of the decline has been concentrated in movement from expectations for continued improvement toward the expectation that economic conditions would remain largely unchanged, rather than toward unfavorable expectations.

These data indicate that consumer spending will be maintained at its improved level through mid 1985. But unlike the later stages of past expansion periods, when the unrelenting pressure of rising prices promoted advance buying, buying attitudes have become increasingly dependent on the availability of price discounts. Consequently, buying behavior has become more responsive to pricing policies of individual sellers, rather than to aggregate price trends.

* * *

The fourth quarter 1984 survey included 2,120 completed interviews, conducted between October 1, and December 31, 1984.

TABLE A

OPINIONS ABOUT WHETHER NOW IS A GOOD TIME TO USE SAVINGS AND CREDIT FOR MAJOR PURCHASES

	Use of Savings				
	1983:4	1984:1	1984:2	1984:3	1984:4
OK to use savings; not especially reluctant	35%	40%	42%	40%	36%
Pro-con	*	*	*	1	1
Not Ok to use savings; especially reluctant	63	57	56	58	62
DK, NA	2	3	2	1	1
Total	100%	100%	100%	100%	100%
Cases	1270	1906	1921	1876	1926

	Use of Credit				
	1983:4	1984:1	1984:2	1984:3	1984:4
OK to use credit; not especially reluctant	25%	29%	29%	27%	27%
Pro-con	2	*	*	*	1
Not OK to use credit; especially reluctant	71	69	69	72	71
DK, NA	2	2	2	1	1
Total	100%	100%	100%	100%	100%
Cases	1390	2068	2075	2029	2120

TABLE B

REFERENCES TO INTEREST RATES IN SUPPORT OF FAVORABLE BUYING CONDITIONS

Survey Date	Durables		Houses		Vehicles	
	Low Rates	BiA Rates	Low Rates	BiA Rates	Low Rates	BiA Rates
1980:1	1	3	2	7	1	2
1980:2	1	2	6	3	2	1
1980:3	3	2	16	9	2	1
1980:4	1	2	3	8	1	2
1981:1	1	1	1	4	2	1
1981:2	*	2	3	4	2	1
1981:3	1	1	3	4	3	1
1981:4	1	1	2	2	4	*
1982:1	1	1	4	3	3	1
1982:2	1	1	4	2	8	1
1982:3	2	1	7	3	6	1
1982:4	5	1	25	5	18	1
1983:1	7	1	35	5	31	1
1983:2	12	2	48	9	38	2
1983:3	11	2	36	11	30	3
1983:4	6	1	29	10	18	2
1984:1	8	2	36	11	19	3
1984:2	7	5	25	20	14	6
1984:3	6	3	22	14	13	6
1984:4	8	3	30	9	12	3

NOTE: The proportions given above provide greater detail than is reported in the quarterly tables (see Tables 27, 29, and 31). The quarterly tables report the total proportion of respondents that made favorable references to credit conditions. The figures above divide this total into those respondents that referred to the current availability of low interest rates, and those that referred to borrowing-in-advance of rising interest rates.

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SURVEYS OF CONSUMER ATTITUDES

TABLES AND CHARTS

MARCH 1985

MONITORING ECONOMIC CHANGE PROGRAM

SURVEY RESEARCH CENTER
UNIVERSITY OF MICHIGAN

Institute for Social Research

TABLES AND CHARTS

MARCH 1985

The March 1985 survey is the 198th in a series of surveys of consumer attitudes conducted by the Survey Research Center at The University of Michigan. Initiated in 1946, these periodic surveys provide regular assessments of consumer attitudes and expectations, and are used to evaluate economic trends and prospects. The surveys are designed to explore why changes in consumer attitudes and expectations occur, and how these changes influence consumer spending and saving decisions.

Two charts highlight recent changes and historical patterns for most questions. Both recent change charts and historical series charts include quarterly data before 1978, and 3 month averages starting in January of 1978. See the explanatory charts at the end of this book for a detailed description.

All surveys are subject to sampling error because not all members of the population are interviewed. Most results on the total sample for this monthly survey will differ by no more than 4 percentage points in either direction from what would have been obtained by using the same methods on the entire population. See the back of this book for sampling error information.

(C) The University of Michigan, 1985

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33	CURRENT VEHICLE PURCHASE INTENTIONS
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CHART 1 - RECENT CHANGES
THE INDEX OF CONSUMER SENTIMENT

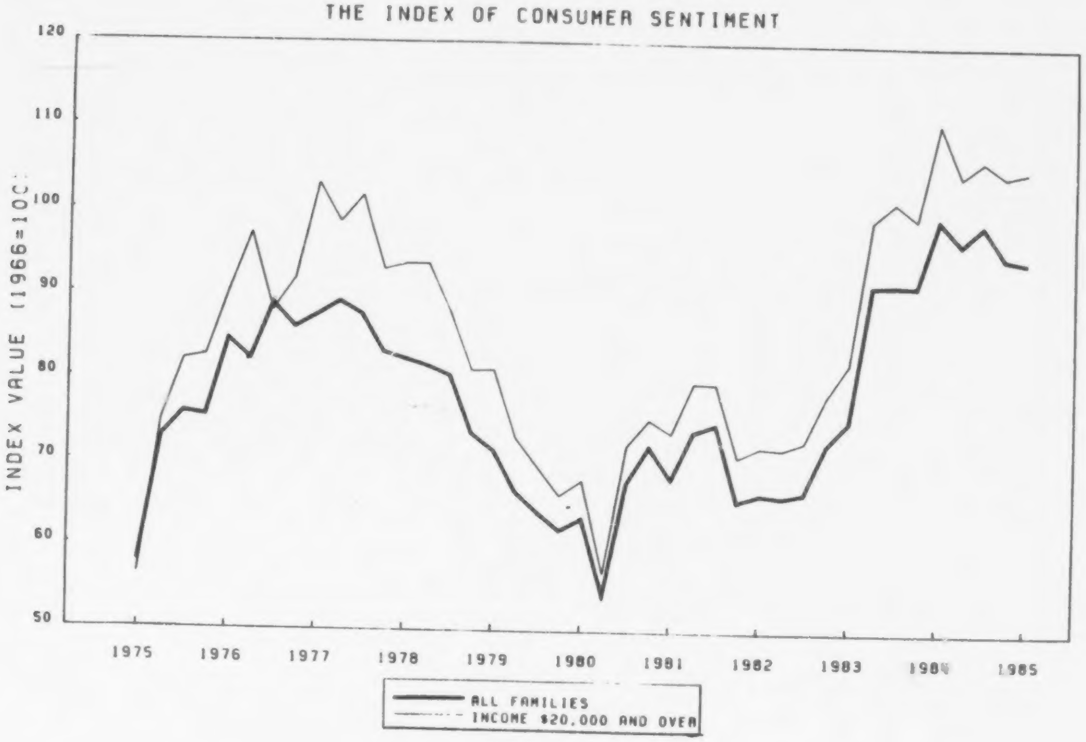


CHART 1 - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT

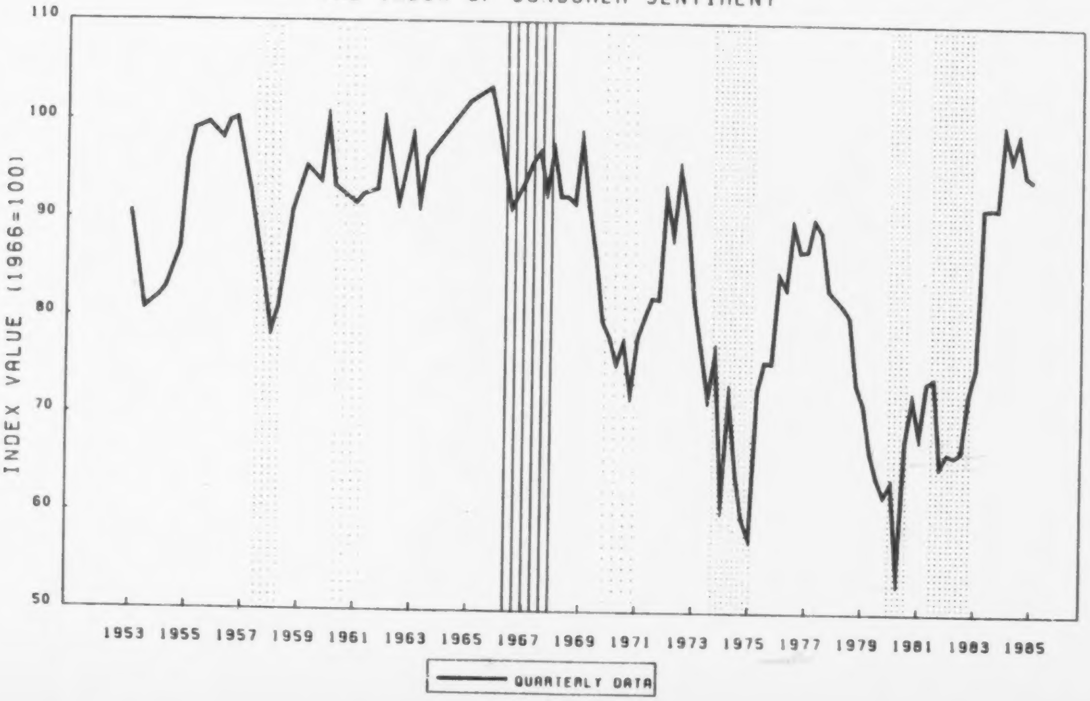


TABLE 1

THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY	All families	Families with incomes over $20,000	Families with incomes over $25,000
Jan.-Mar. 1978	82.3	93.7	96.2
Apr.-June 1978	81.5	91.4	92.5
July-Sep. 1978	80.4	88.0	88.3
Oct.-Dec. 1978	73.5	81.0	83.0
Jan.-Mar. 1979	71.5	81.1	81.7
Apr.-June 1979	66.6	73.0	75.5
July-Sep. 1979	63.9	69.6	71.2
Oct.-Dec. 1979	62.1	66.7	69.5
Jan.-Mar. 1980	63.5	68.0	69.6
Apr.-June 1980	54.4	57.0	58.1
July-Sep. 1980	67.8	72.2	73.3
Oct.-Dec. 1980	72.1	75.3	78.3
Jan.-Mar. 1981	68.3	73.7	76.1
Apr.-June 1981	73.9	79.7	82.0
July-Sep. 1981	74.8	79.6	80.1
Oct.-Dec. 1981	65.7	70.9	71.8
Jan.-Mar. 1982	66.5	72.1	72.8
Apr.-June 1982	66.2	71.9	73.6
July-Sep. 1982	66.7	72.8	74.6
Oct.-Dec. 1982	72.5	78.3	80.8
Jan.-Mar. 1983	75.3	82.2	83.0
Apr.-June 1983	91.5	99.3	100.8
July-Sep. 1983	91.6	101.5	104.1
Oct.-Dec. 1983	91.5	99.5	101.7
Jan.-Mar. 1984	99.5	110.8	113.2
Apr.-June 1984	96.6	104.6	105.7
July-Sep. 1984	98.9	106.5	107.9
Oct.-Dec. 1984	95.0	104.7	106.3
Jan.-Mar. 1985	94.5	105.3	107.6

CHART 2A - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT WITHIN REGION SUBGROUPS

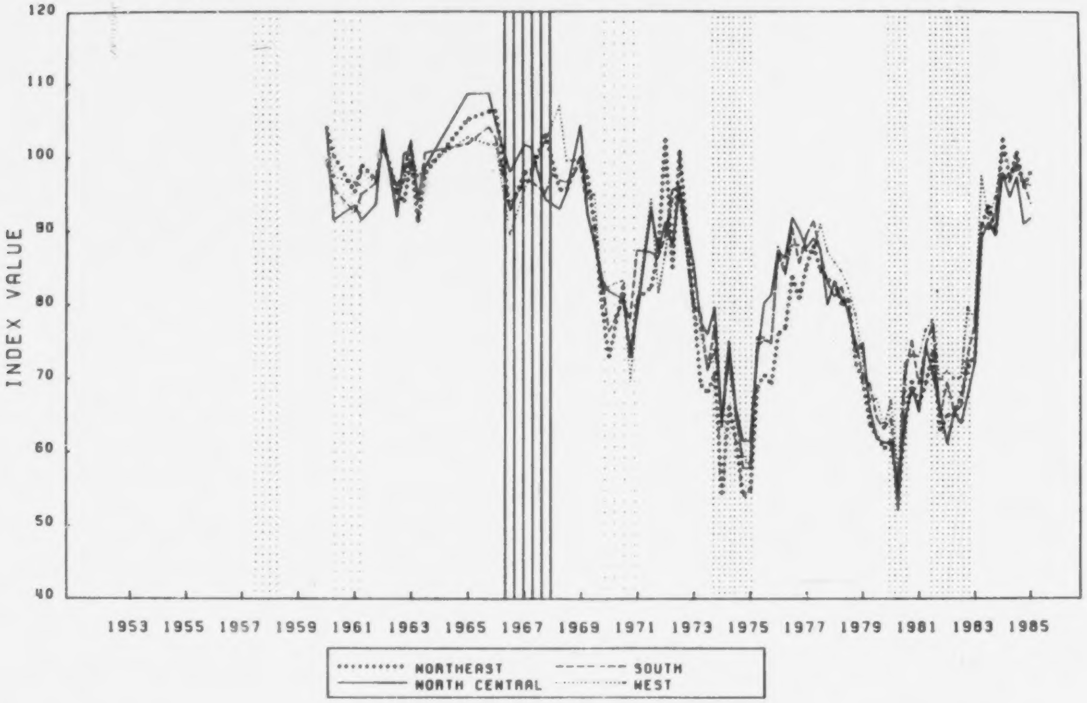


CHART 2B - HISTORICAL SERIES
INDEX OF CONSUMER SENTIMENT WITHIN AGE GROUPS

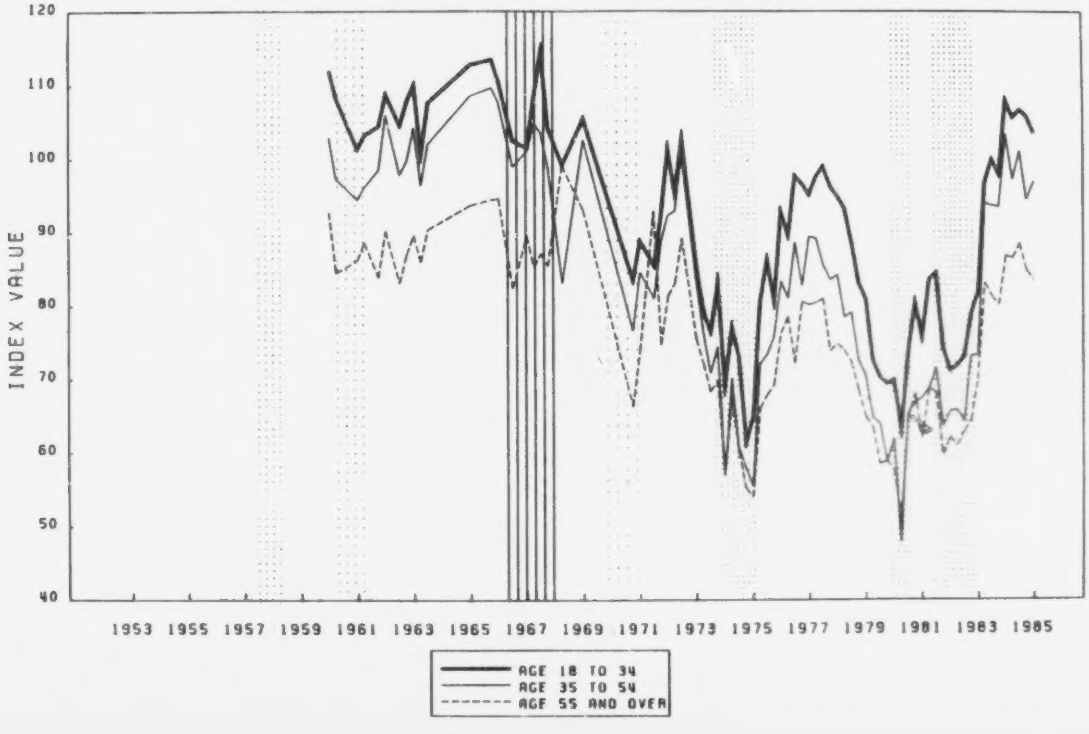


TABLE 2

INDEX OF CONSUMER SENTIMENT WITHIN REGION AND AGE SUBGROUPS

	CENSUS REGION				AGE OF RESPONDENT		
DATE OF SURVEY	North East	North Central	South	West	18-34	35-54	55+
Jan.-Mar. 1978	81.9	81.4	80.9	85.8	95.0	81.9	73.6
Apr.-June 1978	79.6	80.7	81.8	84.4	92.9	78.1	73.6
July-Sep. 1978	81.4	78.8	78.9	84.3	88.9	79.8	73.1
Oct.-Dec. 1978	71.3	72.9	74.0	77.0	81.6	71.3	67.8
Jan.-Mar. 1979	69.0	74.5	70.3	71.8	80.5	70.0	64.7
Apr.-June 1979	63.3	65.7	69.3	66.9	72.4	64.9	63.3
July-Sep. 1979	62.1	62.1	64.4	67.4	70.4	63.9	58.5
Oct.-Dec. 1979	60.3	61.3	63.2	63.3	69.5	58.7	58.9
Jan.-Mar. 1980	61.6	61.1	64.6	67.1	70.4	61.7	57.6
Apr.-June 1980	53.3	55.6	52.1	57.3	63.1	47.9	51.1
July-Sep. 1980	63.7	64.3	70.3	72.1	73.5	65.4	64.7
Oct.-Dec. 1980	69.7	68.8	75.2	73.2	80.5	66.8	68.1
Jan.-Mar. 1981	66.4	65.4	69.2	73.0	75.7	67.5	62.0
Apr.-June 1981	69.3	74.4	74.6	76.7	83.6	68.8	68.8
July-Sep. 1981	73.7	70.7	77.4	78.0	84.5	71.5	68.2
Oct.-Dec. 1981	62.9	66.0	64.8	69.8	74.3	63.6	59.7
Jan.-Mar. 1982	65.1	61.2	69.5	71.1	71.2	65.7	62.1
Apr.-June 1982	65.0	65.4	65.5	70.0	71.9	65.8	60.9
July-Sep. 1982	67.8	63.9	66.2	70.2	73.0	64.3	62.9
Oct.-Dec. 1982	71.5	68.0	73.3	79.7	78.9	73.2	64.5
Jan.-Mar. 1983	73.3	72.2	77.4	78.1	81.9	73.3	70.0
Apr.-June 1983	90.8	89.1	91.0	97.5	96.9	94.0	83.1
July-Sep. 1983	93.5	91.2	90.2	91.6	100.0	93.7	81.3
Oct.-Dec. 1983	89.7	89.4	92.7	94.7	97.9	95.3	80.1
Jan.-Mar. 1984	102.6	97.9	97.7	100.7	108.0	103.4	86.8
Apr.-June 1984	97.1	94.6	96.6	99.0	105.7	97.3	86.5
July-Sep. 1984	100.8	97.3	99.2	98.2	106.7	101.1	88.5
Oct.-Dec. 1984	95.9	91.0	96.6	96.6	105.8	94.5	84.8
Jan.-Mar. 1985	98.1	91.8	93.7	96.2	103.6	96.9	83.6

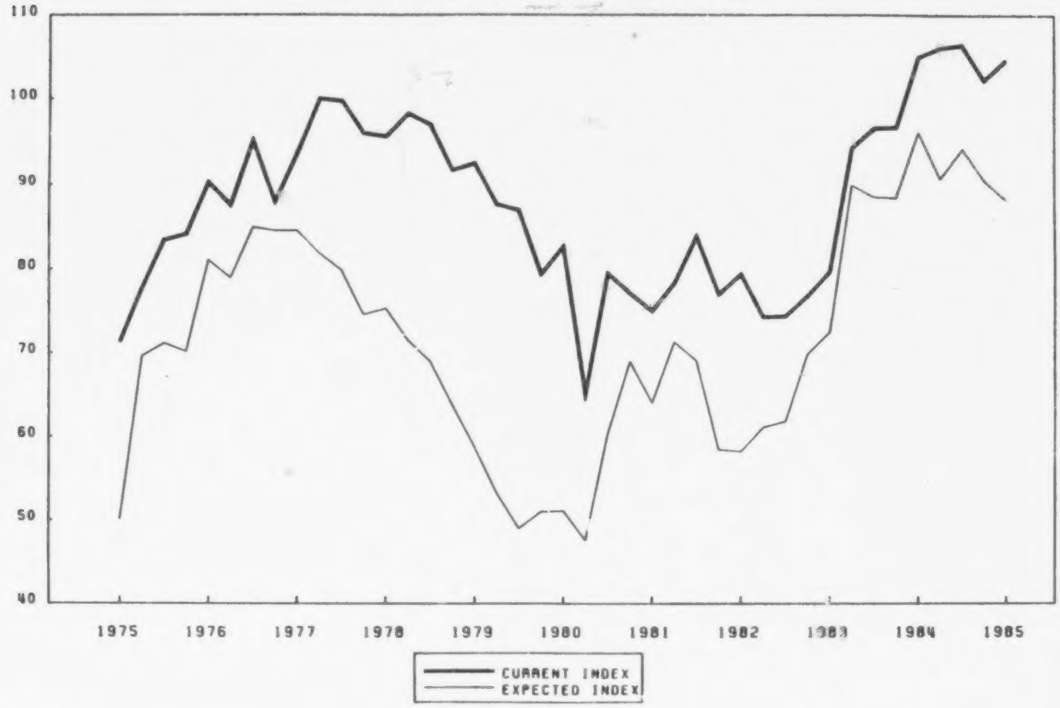


CHART 3 - RECENT CHANGES
CURRENT AND EXPECTED COMPONENTS

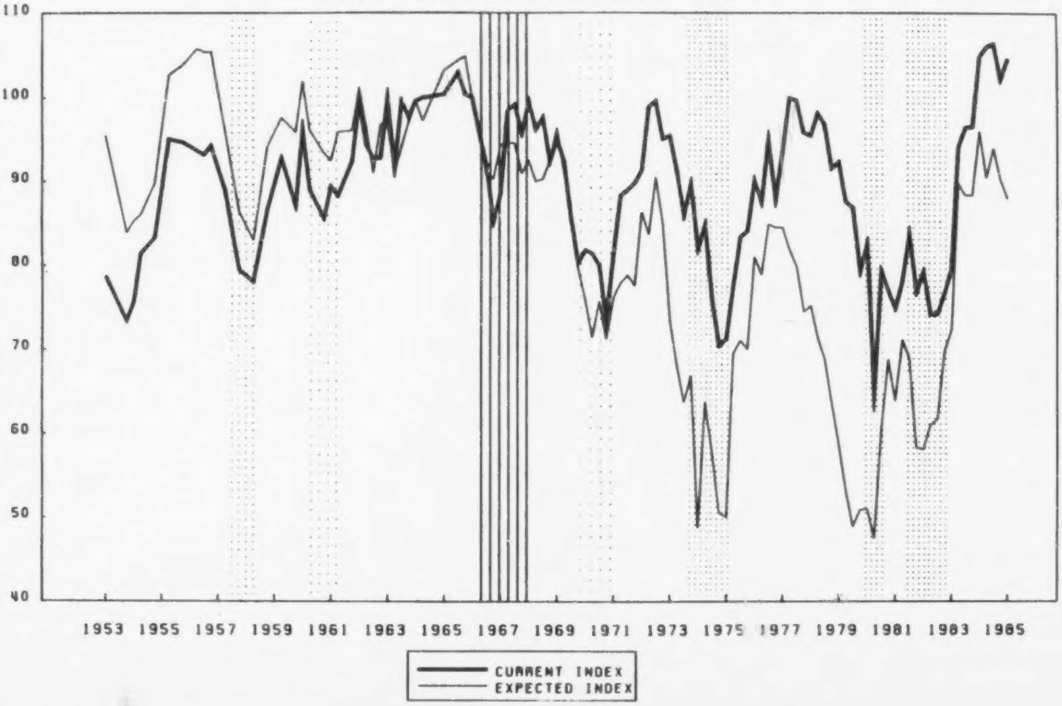


CHART 3 - HISTORICAL SERIES
CURRENT AND EXPECTED COMPONENTS

TABLE 3

COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT

	INDEX COMPONENTS +						
	Personal finances		Business conditions		Buying conds.	Current Index	Expected Index
DATE OF SURVEY	Current (1)	Expected (2)	12 months (3)	5 years (4)	(5)	(1,5)	(2,3,4)
Jan.-Mar. 1978	104	110	102	82	140	94.9	74.1
Apr.-June 1978	105	108	98	74	147	98.2	70.7
July-Sep. 1978	106	111	94	70	144	97.2	69.6
Oct.-Dec. 1978	99	102	79	66	132	90.2	62.8
Jan.-Mar. 1979	98	99	68	61	138	92.2	58.1
Apr.-June 1979	89	92	58	57	135	87.6	53.2
July-Sep. 1979	92	96	48	46	131	87.0	49.0
Oct.-Dec. 1979	84	98	50	51	119	79.4	51.0
Jan.-Mar. 1980	86	99	50	49	126	82.6	51.1
Apr.-June 1980	77	98	35	51	88	65.0	47.6
July-Sep. 1980	91	111	64	62	111	79.4	60.3
Oct.-Dec. 1980	83	109	81	83	113	77.0	68.9
Jan.-Mar. 1981	82	106	70	75	109	74.9	64.0
Apr.-June 1981	88	114	89	79	112	78.2	71.2
July-Sep. 1981	98	115	84	74	117	83.8	69.0
Oct.-Dec. 1981	91	110	59	61	106	76.9	58.4
Jan.-Mar. 1982	91	111	55	65	114	79.3	58.2
Apr.-June 1982	91	113	61	69	100	74.2	61.1
July-Sep. 1982	89	113	64	69	102	74.3	61.8
Oct.-Dec. 1982	90	119	77	83	107	76.7	69.8
Jan.-Mar. 1983	91	119	92	78	114	79.6	72.4
Apr.-June 1983	106	132	131	99	137	94.2	89.8
July-Sep. 1983	109	125	130	100	141	96.5	88.4
Oct.-Dec. 1983	113	125	131	99	137	96.6	88.3
Jan.-Mar. 1984	119	131	146	109	153	104.9	96.0
Apr.-June 1984	121	126	133	106	154	106.0	90.5
July-Sep. 1984	122	128	137	113	153	106.4	94.0
Oct.-Dec. 1984	119	127	132	104	146	102.2	90.3
Jan.-Mar. 1985	115	122	133	99	156	104.6	88.0

(1) : See Table 4.
(2) : See Table 6.
(3) : See Table 18.
(4) : See Table 19.
(5) : See Table 26.

+ : Percent saying "GOOD TIMES" (or "BETTER"), minus percent saying "BAD TIMES" (or "WORSE"), plus 100.

CHART 4 - RECENT CHANGES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

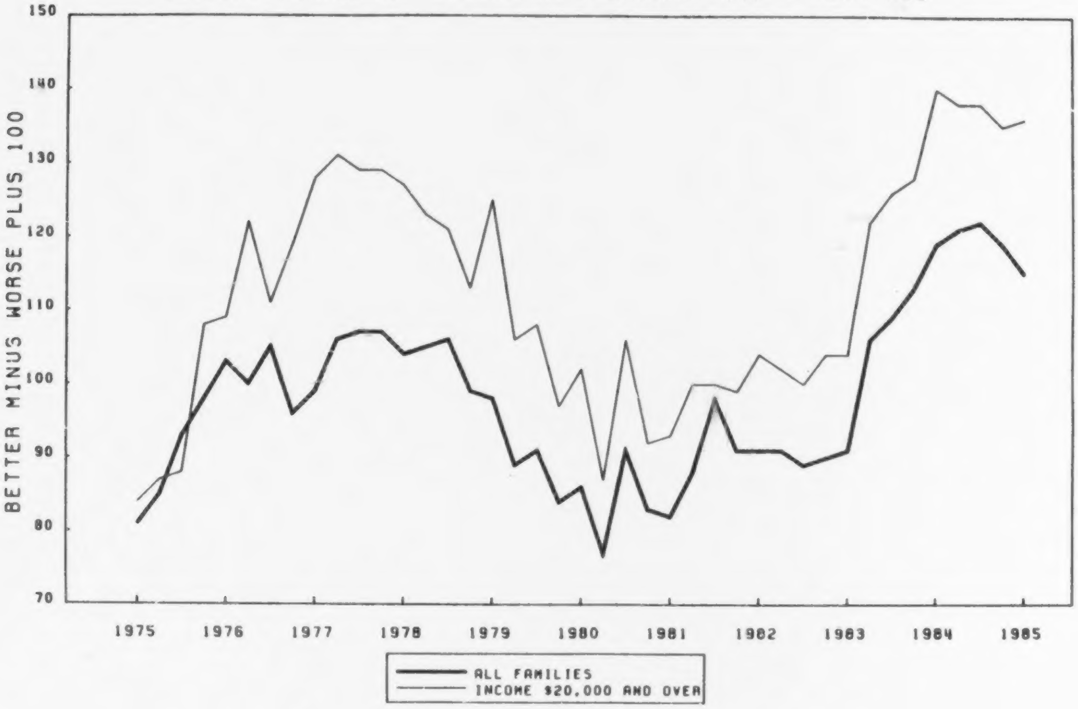


CHART 4 - HISTORICAL SERIES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

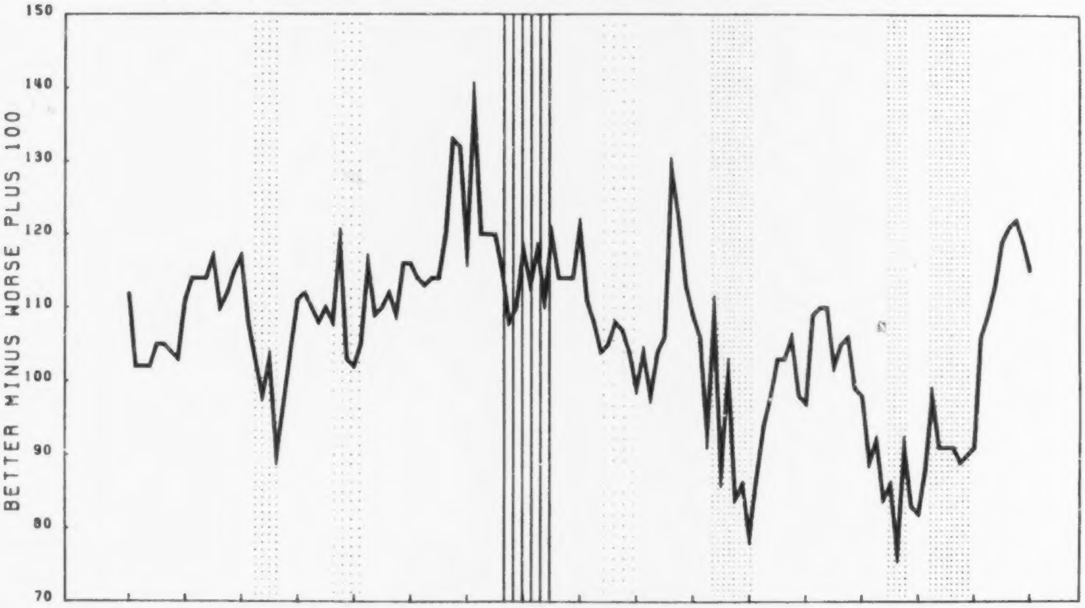


TABLE 4

CURRENT FINANCIAL SITUATION COMPARED TO A YEAR AGO

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
BETTER OFF	31%	30%	30%	31%	30%	37%	38%	40%	45%	45%	45%	44%	41%
SAME	28	32	28	28	31	32	33	33	30	31	32	30	33
WORSE OFF	40	38	41	41	39	31	29	27	25	23	23	26	26
DK,NA	1	*	1	*	*	*	*	*	*	1	*	*	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
BETTER OFF	38%	37%	36%	40%	37%	47%	48%	48%	57%	55%	54%	54%	54%
SAME	27	29	29	25	30	29	29	32	26	28	30	27	28
WORSE OFF	34	34	35	35	33	24	23	20	17	17	16	19	18
DK,NA	1	*	*	*	*	*	*	*	*	*	*	*	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?"

* : Less than half of one percent.

CHART 5 - RECENT CHANGES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

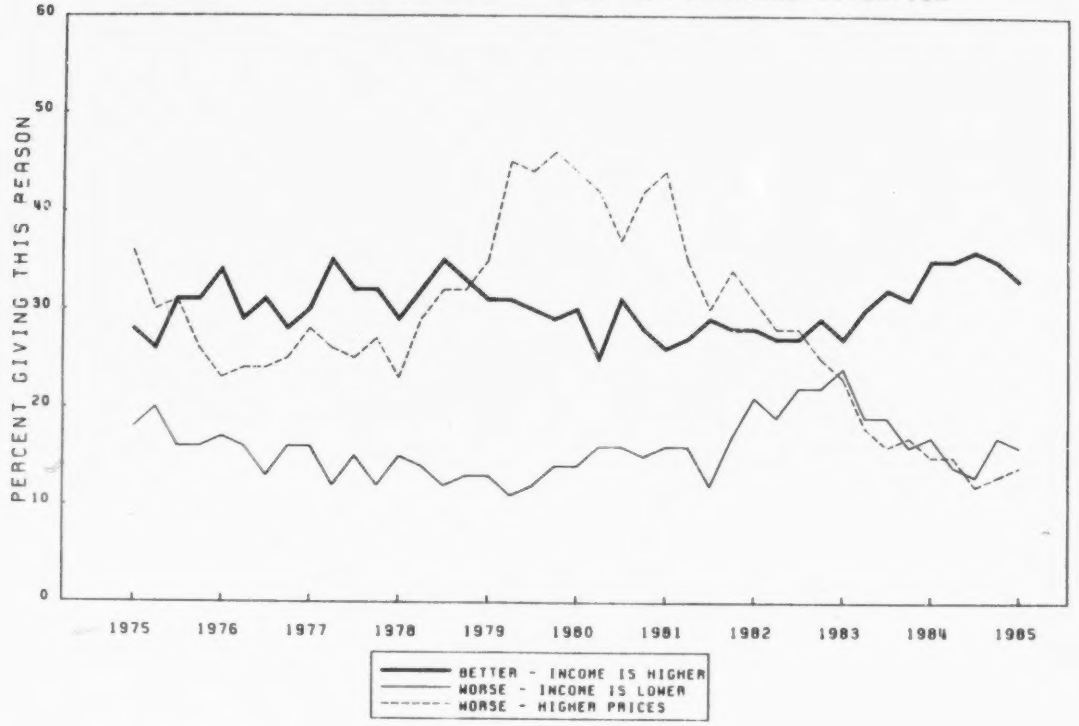


CHART 5 - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

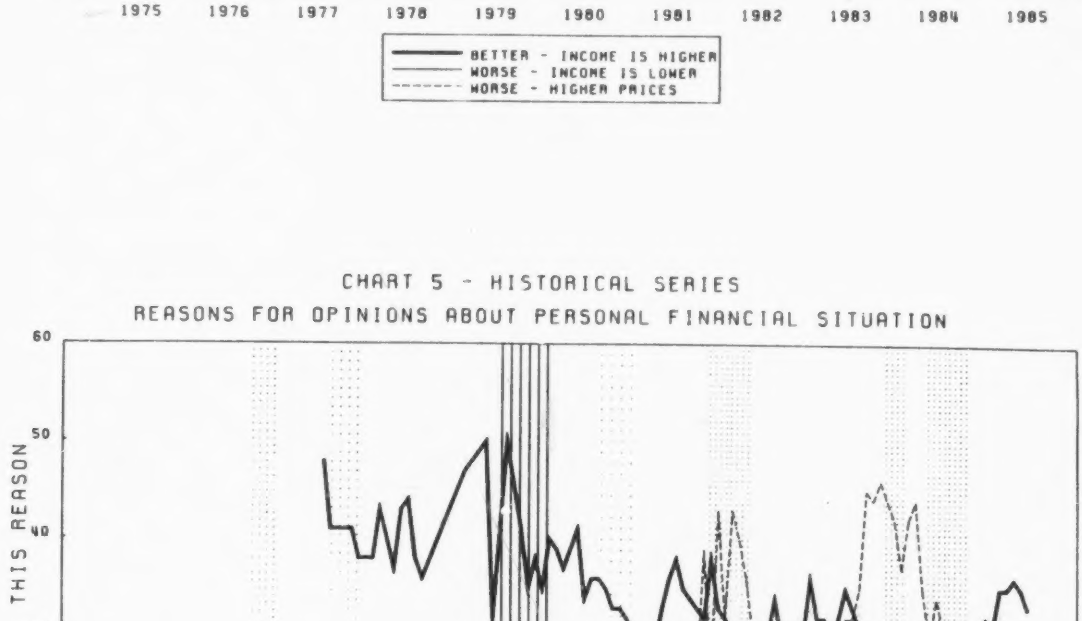


TABLE 5

SELECTED REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION +

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
BETTER OFF THAN YEAR AGO:													
Income is higher	28%	27%	27%	29%	27%	30%	32%	31%	35%	35%	36%	35%	33%
WORSE OFF THAN YEAR AGO:													
Income is lower	21	19	22	22	24	19	19	16	17	14	13	17	16
Higher prices	31	28	28	25	23	18	16	17	15	15	12	13	14
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
BETTER OFF THAN YEAR AGO:													
Income is higher	36%	35%	33%	37%	34%	38%	43%	38%	46%	43%	45%	45%	44%
WORSE OFF THAN YEAR AGO:													
Income is lower	17	19	22	21	22	17	17	13	12	12	10	16	12
Higher prices	29	26	24	23	20	15	12	14	10	11	10	9	11

Responses to the query: "Why do you say so?" following the question on Table 4.

+ : May add to more than 100% due to multiple mentions.

CHART 6 - RECENT CHANGES
EXPECTED CHANGE IN FINANCIAL SITUATION

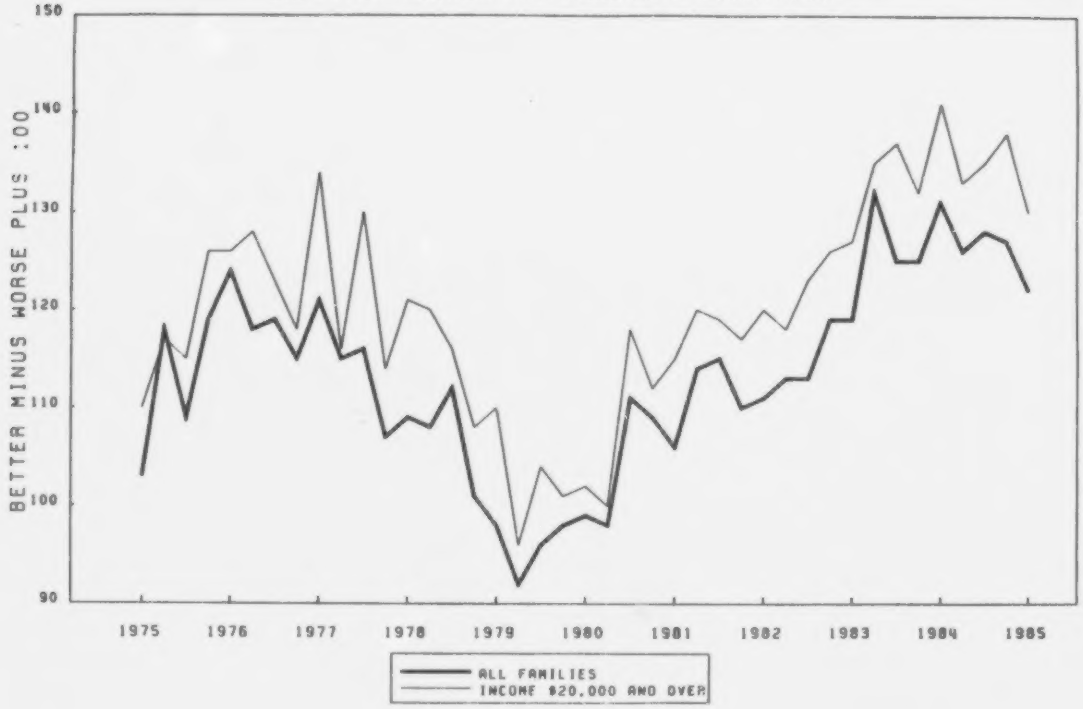


CHART 6 - HISTORICAL SERIES
EXPECTED CHANGE IN FINANCIAL SITUATION

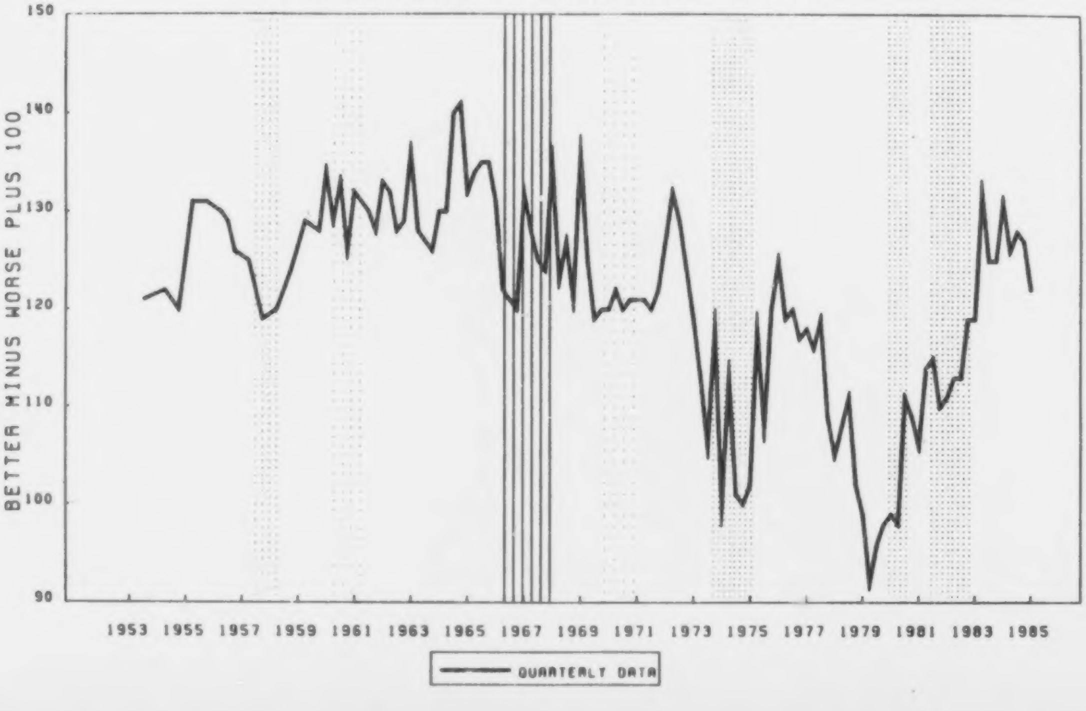


TABLE 6

EXPECTED CHANGE IN FINANCIAL SITUATION

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
BETTER OFF	30%	32%	31%	35%	35%	40%	36%	37%	41%	37%	37%	38%	35%
SAME	47	46	48	45	46	49	49	48	46	49	50	48	50
WORSE OFF	19	18	18	16	16	8	11	11	10	12	9	11	12
DK,NA	4	4	3	4	3	3	4	4	3	2	4	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
BETTER OFF	36%	34%	37%	39%	40%	43%	44%	41%	48%	42%	43%	45%	41%
SAME	46	47	47	45	44	47	46	48	44	47	47	46	47
WORSE OFF	16	17	14	14	14	8	7	9	7	10	8	7	10
DK,NA	2	2	2	2	2	2	3	2	1	1	2	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?"

CHART 7 - RECENT CHANGES
TREND IN PERSONAL FINANCIAL SITUATION

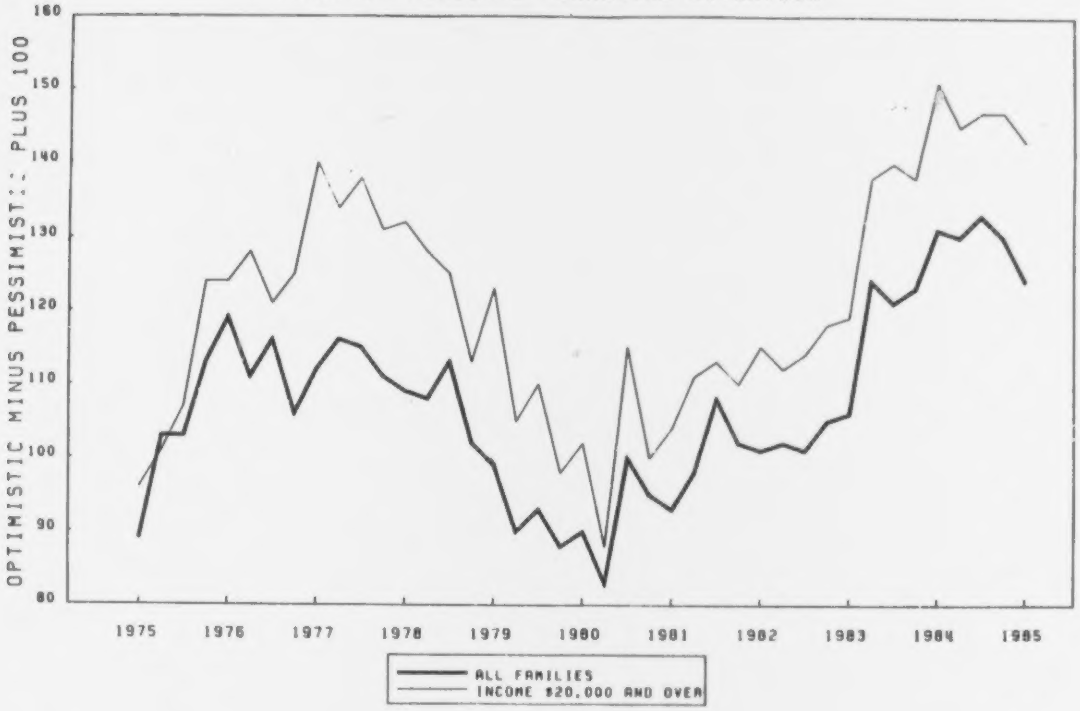


CHART 7 - HISTORICAL SERIES
TREND IN PERSONAL FINANCIAL SITUATION

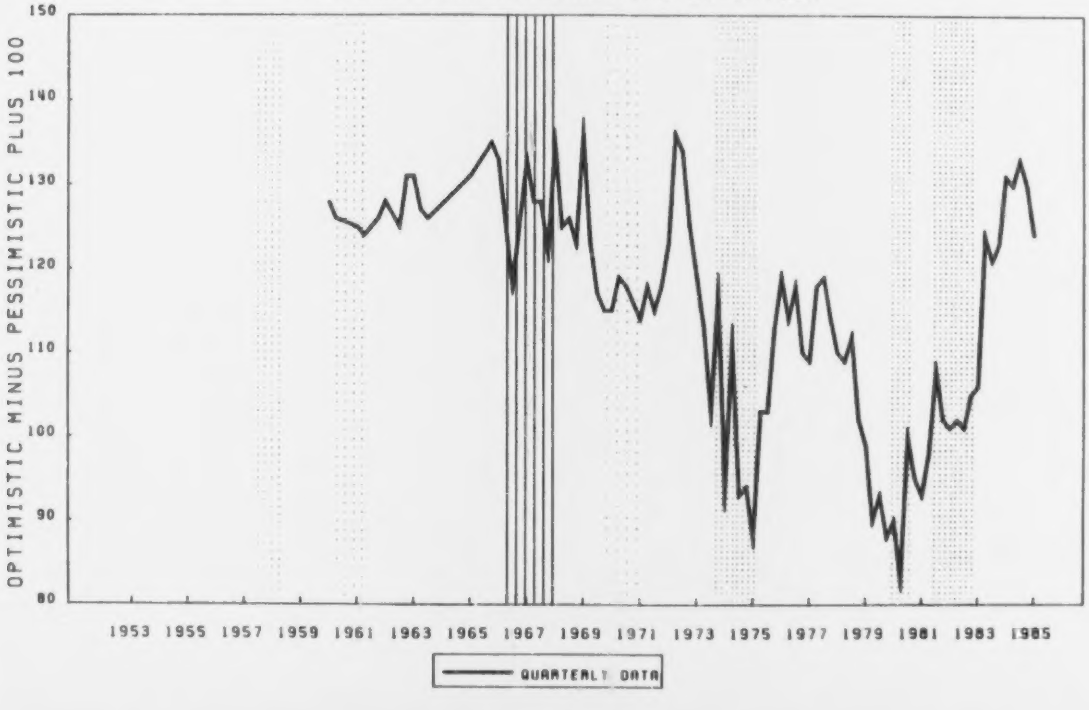


TABLE 7

TREND IN PERSONAL FINANCIAL SITUATION

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
PERSONAL FINANCIAL PROGRESS:													
Continuous increase (a)	14%	13%	15%	16%	15%	18%	19%	20%	24%	22%	24%	22%	20%
Intermittent increase (b)	20	21	19	20	21	25	25	24	26	26	27	28	26
Remain unchanged (c)	16	17	17	15	16	19	19	20	16	20	19	17	20
Intermittent decline (d)	22	22	22	20	21	17	17	16	16	13	14	15	16
Continuous decline (e)	12	11	12	11	9	4	6	6	4	5	5	5	5
Mixed change (f)	12	12	11	14	14	13	10	10	10	12	7	10	10
DK,NA	4	4	4	4	4	4	4	4	4	2	4	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
PERSONAL FINANCIAL PROGRESS:													
Continuous increase (a)	18%	16%	19%	20%	19%	23%	25%	25%	32%	27%	29%	28%	26%
Intermittent increase (b)	24	25	23	24	25	30	31	28	31	31	31	33	32
Remain unchanged (c)	15	16	16	14	15	16	16	20	15	17	17	13	16
Intermittent decline (d)	19	20	19	17	18	13	12	11	10	10	10	12	13
Continuous decline (e)	9	9	9	9	7	4	3	4	2	3	3	3	3
Mixed change (f)	13	12	12	13	14	12	10	10	9	11	8	9	9
DK,NA	2	2	2	3	2	2	3	2	1	1	2	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Combination of the responses to the questions on Tables 4 and 6.

Key:
(a) Better off financially than a year ago/Better off a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 8 - RECENT CHANGES
MEDIAN EXPECTED CHANGE IN FAMILY INCOME

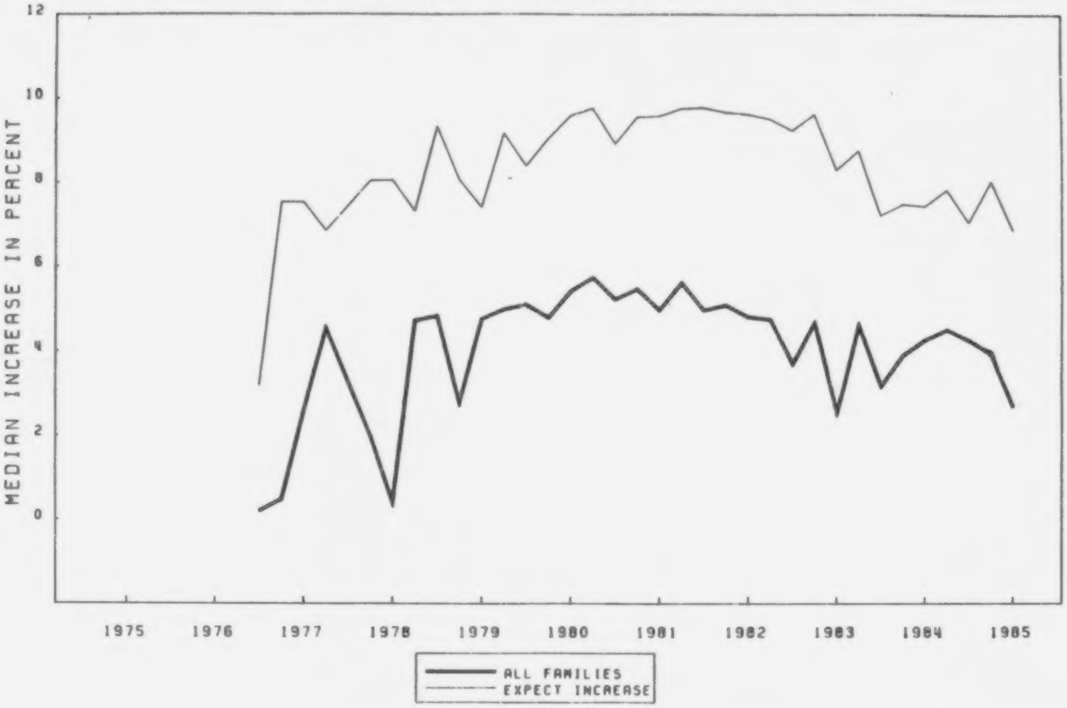


TABLE 8

EXPECTED FAMILY INCOME CHANGE DURING THE NEXT 12 MONTHS

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
EXPECT INCREASE:													
1-4%	6%	6%	8%	6%	8%	9%	11%	12%	14%	11%	15%	12%	13%
5%	9	10	8	9	9	11	11	10	11	10	11	10	11
6-9%	11	11	10	9	9	11	8	9	9	9	10	8	7
10-24%	21	19	18	20	15	18	15	16	17	19	17	18	15
25% or more	7	7	7	8	7	8	8	7	8	8	7	8	7
DK how much up	5	6	5	6	5	4	5	6	5	5	4	6	3
EXPECT SAME	24	23	27	25	28	26	27	25	25	24	23	23	27
EXPECT DOWN	15	17	15	15	17	12	13	12	9	12	11	13	16
DK,NA	2	1	2	2	2	1	2	3	2	2	2	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
EXPECT INCREASE:													
1-4%	7%	7%	9%	7%	9%	9%	11%	12%	15%	13%	15%	12%	14%
5%	10	11	9	11	11	13	14	12	14	13	14	13	12
6-9%	14	12	13	12	12	14	12	13	12	13	13	11	11
10-24%	27	25	24	25	18	23	19	21	23	22	20	23	20
25% or more	6	5	6	7	7	5	8	5	8	6	6	7	6
DK how much up	4	5	3	5	5	3	4	4	4	3	3	5	2
EXPECT SAME	16	18	20	18	21	20	19	21	16	18	19	15	20
EXPECT DOWN	15	16	14	14	16	12	12	11	8	11	9	13	14
DK,NA	1	1	2	1	1	1	1	1	*	1	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The questions were: "During the next 12 months, do you expect your (family) income to be higher or lower than during the past year?" and "By about what percent do you expect your (family) income to increase during the next 12 months?"

* : Less than half of one percent.

CHART 9 - RECENT CHANGES
INCOME OR PRICES UP MORE DURING THE LAST YEAR

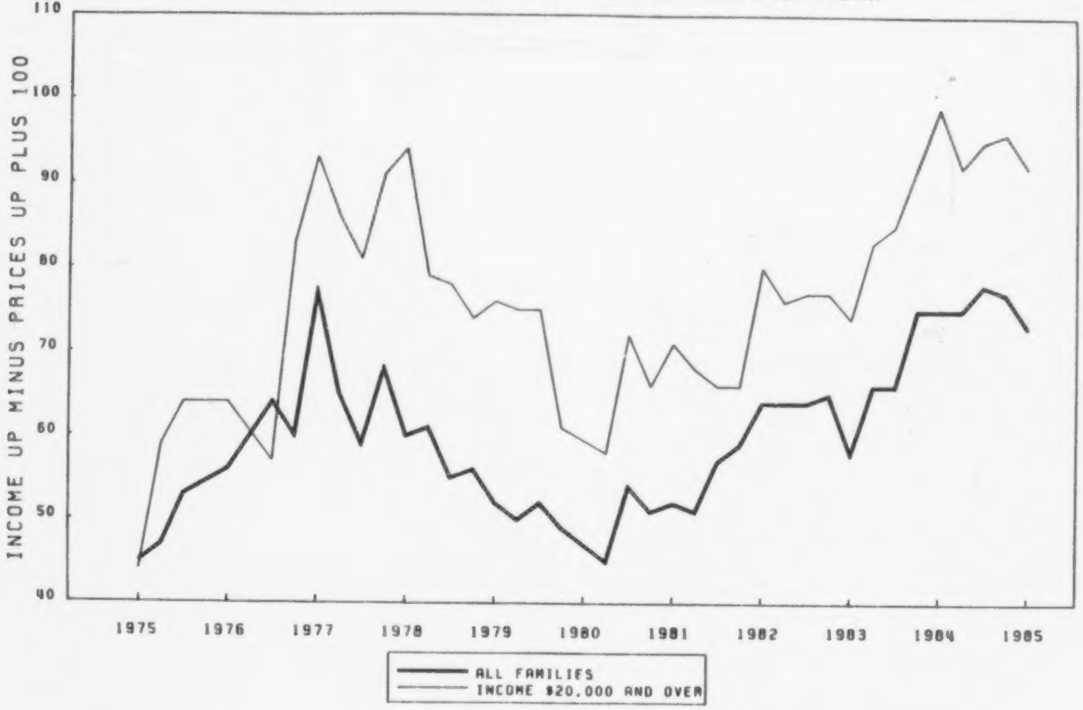


TABLE 9

PAST CHANGE IN REAL FAMILY INCOME

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
INCOME UP MORE	16%	16%	16%	16%	15%	17%	17%	22%	22%	20%	22%	22%	18%
INCOME UP SAME	30	31	30	32	27	31	29	31	30	33	34	32	36
PRICES UP MORE	52	52	52	51	56	50	52	46	46	45	43	44	45
DK,NA	2	1	2	1	2	2	2	1	2	2	1	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
INCOME UP MORE	24%	22%	22%	21%	21%	24%	26%	29%	33%	27%	28%	30%	27%
INCOME UP SAME	32	33	32	34	31	35	33	33	32	36	38	35	37
PRICES UP MORE	44	45	45	44	47	41	41	37	34	36	33	34	35
DK,NA	*	*	1	1	1	*	*	1	1	1	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "During the last year or two, would you say that your (family) income went up more than prices, went up about the same as prices, or went up less than prices?"

* : Less than half of one percent.

CHART 10 - RECENT CHANGES
INCOME OR PRICES UP MORE DURING THE NEXT YEAR

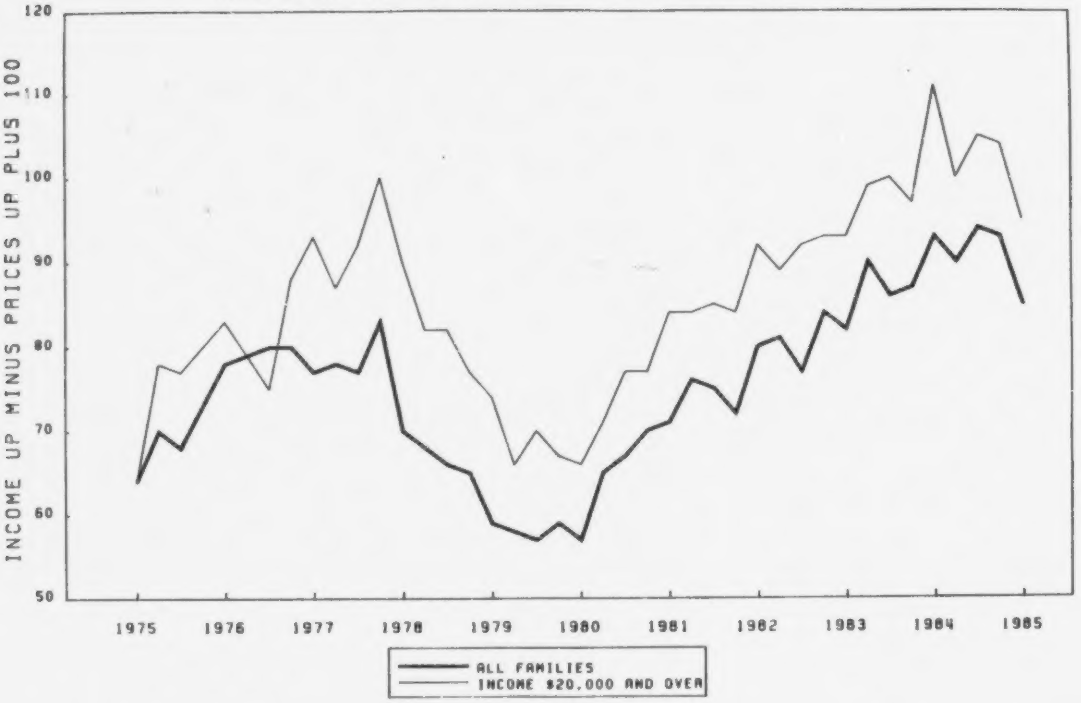


TABLE 10

EXPECTED CHANGE IN REAL FAMILY INCOME

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
INCOME UP MORE	18%	18%	18%	19%	19%	21%	20%	20%	23%	22%	23%	23%	19%
INCOME UP SAME	42	42	39	43	42	45	43	43	45	44	43	44	45
PRICES UP MORE	37	37	40	35	36	31	34	34	30	32	30	30	34
DK,NA	3	3	3	3	3	3	3	3	2	2	4	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
INCOME UP MORE	24%	21%	23%	24%	24%	25%	26%	25%	33%	26%	29%	30%	25%
INCOME UP SAME	44	45	43	43	42	47	46	46	44	46	46	44	45
PRICES UP MORE	31	33	32	31	31	26	27	28	22	27	24	26	29
DK,NA	1	1	2	2	3	2	1	1	1	1	1	*	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "How about the next year or two--do you expect that your (family) income will go up more than prices will go up, about the same, or less than prices will go up?"

* : Less than half of one percent.

CHART 11 - RECENT CHANGES
TREND IN INCOME AND PRICE COMPARISON

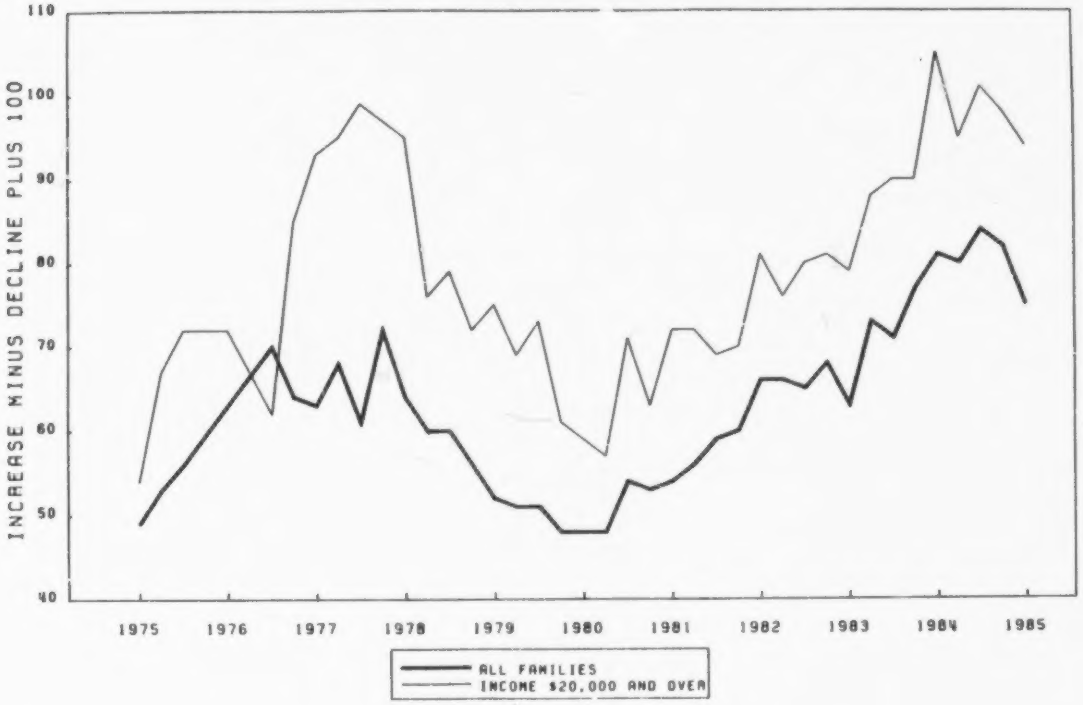


TABLE 11

TREND IN FAMILY INCOME AND PRICES COMPARISONS

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
REAL INCOME PROGRESS:													
Continuous increase (a)	8%	9%	8%	9%	9%	10%	10%	12%	13%	10%	11%	12%	9%
Intermittent increase (b)	10	10	10	11	8	11	12	12	13	15	15	13	14
Remain unchanged (c)	20	19	19	19	17	20	18	19	20	20	21	21	22
Intermittent decline (d)	23	24	22	24	26	23	23	22	21	21	21	21	22
Continuous decline (e)	29	28	32	26	28	25	27	25	23	24	22	23	25
Mixed change (f)	7	7	5	7	8	8	7	7	7	7	6	7	6
DK,NA	3	3	4	4	4	3	3	3	3	3	4	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
REAL INCOME PROGRESS:													
Continuous increase (a)	13%	12%	12%	12%	13%	13%	14%	16%	20%	15%	16%	19%	15%
Intermittent increase (b)	13	11	13	14	12	14	17	14	17	18	18	15	17
Remain unchanged (c)	20	21	20	20	18	23	21	21	21	21	25	23	24
Intermittent decline (d)	23	24	21	22	23	21	21	23	17	19	18	18	18
Continuous decline (e)	22	23	24	22	23	19	19	18	16	18	16	17	20
Mixed change (f)	8	8	8	8	8	8	7	6	8	8	6	7	5
DK,NA	1	1	2	2	3	2	1	2	1	1	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Combination of the responses to the questions on Tables 9 and 10.

Key: (a) Income up more last year/Income up more next year
(b) Income up more/Same or Income up same/More
(c) Income up same/Same
(d) Prices up more/Same or Prices up same/More
(e) Prices up more/More
(f) Income up more/Prices up more or Prices up more/Income up more

CHART 12 - RECENT CHANGES
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

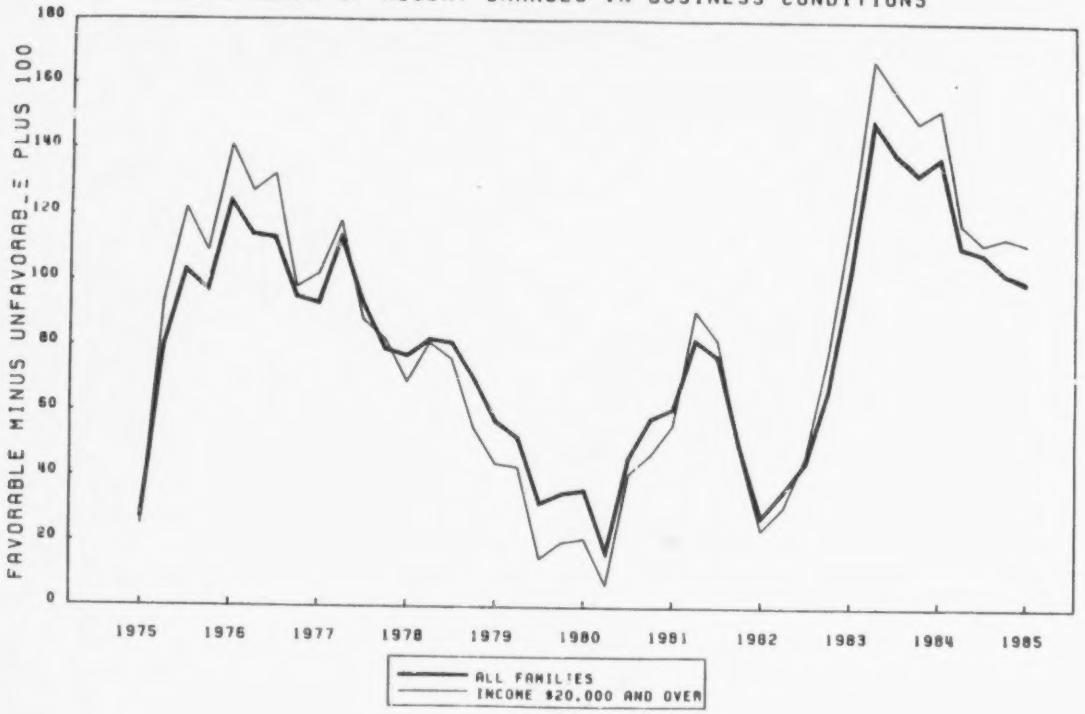


CHART 12 - HISTORICAL SERIES
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

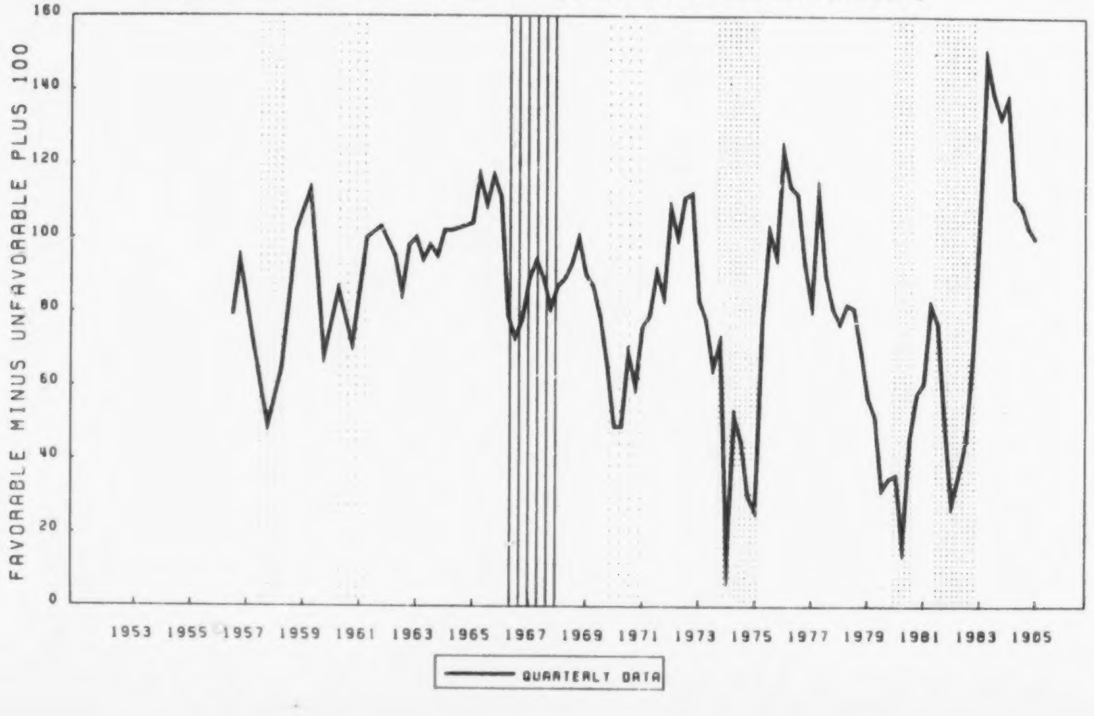


TABLE 12

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
FAVORABLE NEWS	20%	23%	29%	39%	58%	80%	69%	62%	67%	49%	48%	41%	43%
UNFAVORABLE NEWS	92	88	85	73	55	31	30	28	30	38	39	38	43
NO MENTIONS	29	30	28	28	29	30	37	41	38	43	42	46	44
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
FAVORABLE NEWS	26%	29%	38%	49%	73%	96%	86%	79%	81%	57%	55%	52%	55%
UNFAVORABLE NEWS	102	98	91	71	54	28	28	30	28	40	43	37	43
NO MENTIONS	22	22	21	24	23	23	29	31	30	37	36	40	37

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

CHART 13A - HISTORICAL SERIES
TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

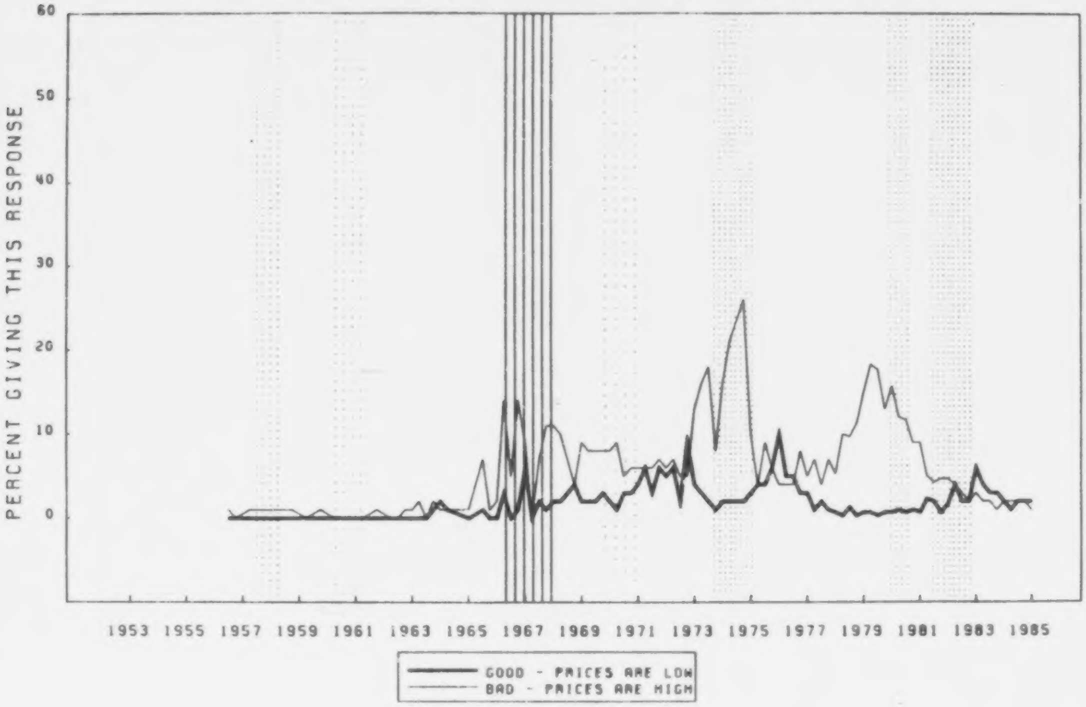


CHART 13B - HISTORICAL SERIES
TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

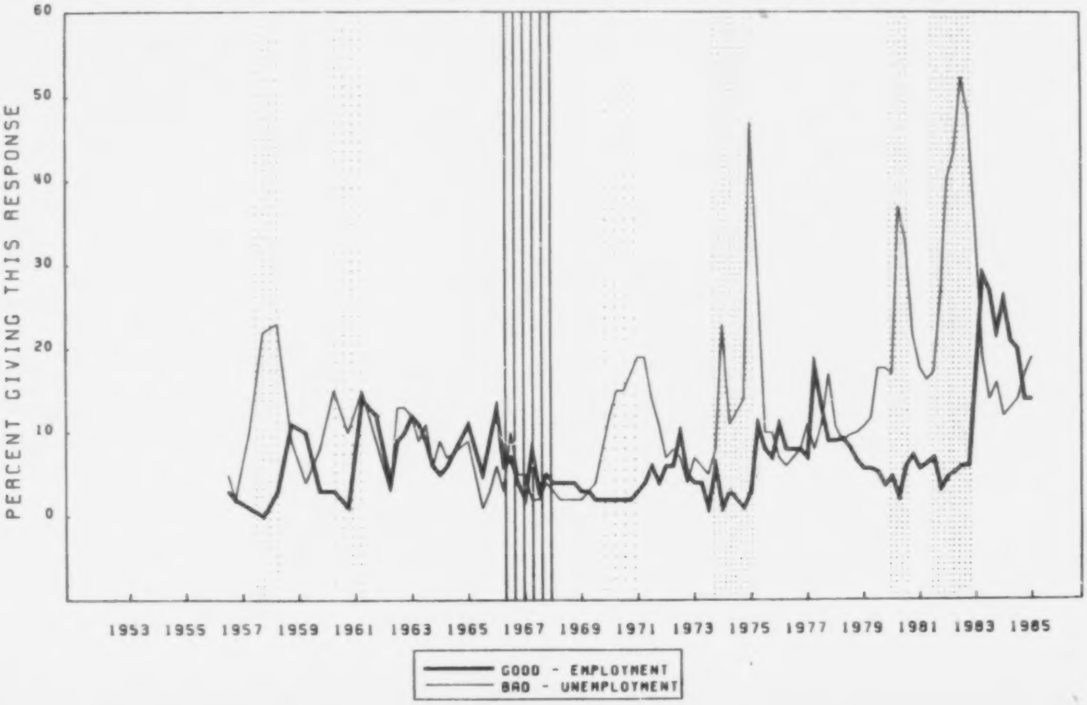


TABLE 13

SELECTED ITEMS OF NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
FAVORABLE NEWS:													
Government; elections	4%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	3%
Employment	5	5	6	6	17	29	27	22	26	21	20	14	14
Higher consumer demand	*	2	2	2	6	10	12	12	14	9	6	5	5
Lower prices	2	4	2	2	6	4	3	3	2	1	2	2	2
Easier credit	5	3	10	17	14	16	9	5	5	3	3	7	8
UNFAVORABLE NEWS:													
Government; elections	6	4	4	3	3	3	2	2	4	2	4	4	5
Unemployment	40	43	52	48	35	19	14	16	12	13	14	17	19
Lower consumer demand	12	9	6	7	4	2	2	1	1	1	2	2	3
Higher prices	5	4	3	2	3	2	2	1	2	2	2	2	1
Tighter credit	8	8	6	2	1	1	4	2	2	10	9	3	2
Energy crisis	*	*	*	*	*	*	*	*	*	*	*	*	*
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
FAVORABLE NEWS:													
Government; elections	5%	3%	2%	2%	3%	1%	2%	1%	3%	1%	2%	3%	3%
Employment	5	6	7	7	19	32	31	27	32	22	21	18	17
Higher consumer demand	1	3	3	3	7	14	15	15	18	11	8	6	6
Lower prices	2	5	3	3	8	6	4	3	3	1	3	2	3
Easier credit	7	4	14	21	19	19	12	8	6	4	4	10	11
UNFAVORABLE NEWS:													
Government; elections	5	4	3	3	3	2	3	2	5	3	4	5	7
Unemployment	44	47	57	47	36	19	13	16	11	11	15	14	16
Lower consumer demand	16	13	7	7	3	1	1	2	1	1	2	2	2
Higher prices	4	4	2	2	2	2	1	1	1	1	1	1	1
Tighter credit	11	11	8	1	1	*	5	2	3	15	13	4	3
Energy crisis	*	*	*	*	*	*	*	*	*	*	*	*	*

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

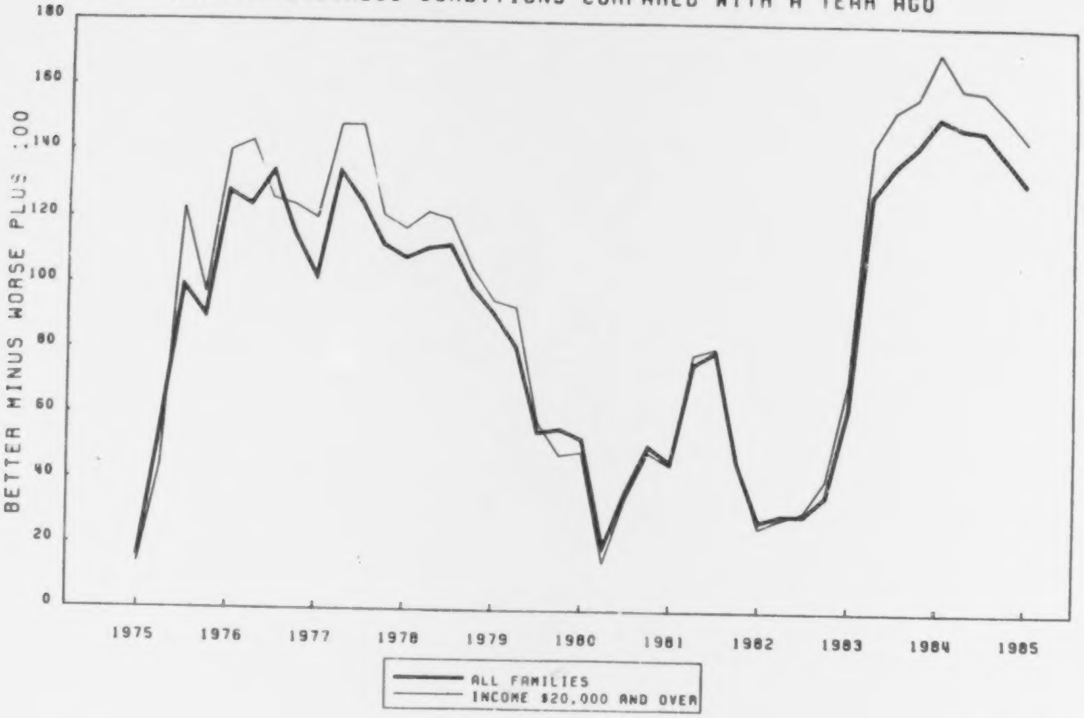


CHART 14 - RECENT CHANGES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

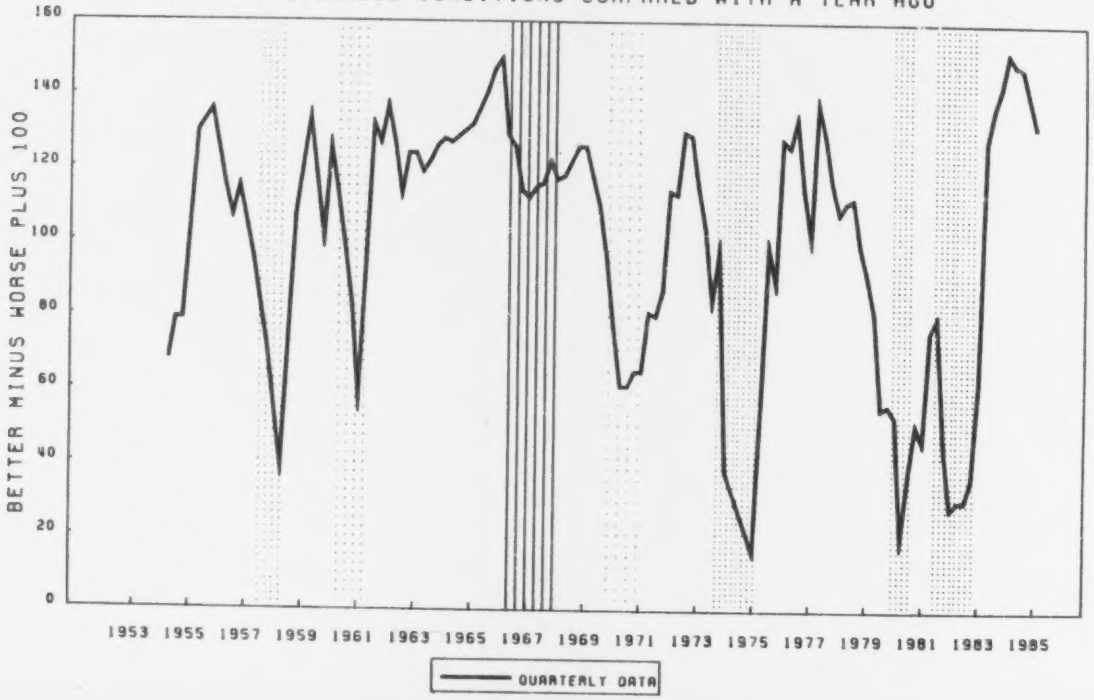


CHART 14 - HISTORICAL SERIES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

TABLE 14

CURRENT BUSINESS CONDITIONS COMPARED TO A YEAR AGO

A. ALL FAMILIES

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
BETTER NOW	10%	11%	11%	14%	27%	59%	63%	67%	71%	68%	67%	64%	58%
SAME	7	7	7	8	9	10	9	8	8	11	11	12	14
WORSE NOW	82	81	81	77	64	30	27	23	20	19	20	23	26
DK,NA	1	1	1	1	*	1	1	2	1	2	2	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

B. FAMILIES WITH INCOMES OF $20,000 AND OVER

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
BETTER NOW	10%	11%	12%	16%	31%	67%	73%	76%	84%	76%	75%	71%	66%
SAME	5	6	6	8	8	8	6	5	5	8	8	10	13
WORSE NOW	84	82	81	75	60	24	20	18	11	15	16	18	20
DK,NA	1	1	1	1	1	1	1	1	*	1	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Would you say that at the present time business conditions are better or worse than they were a year ago?"

* : Less than half of one percent.

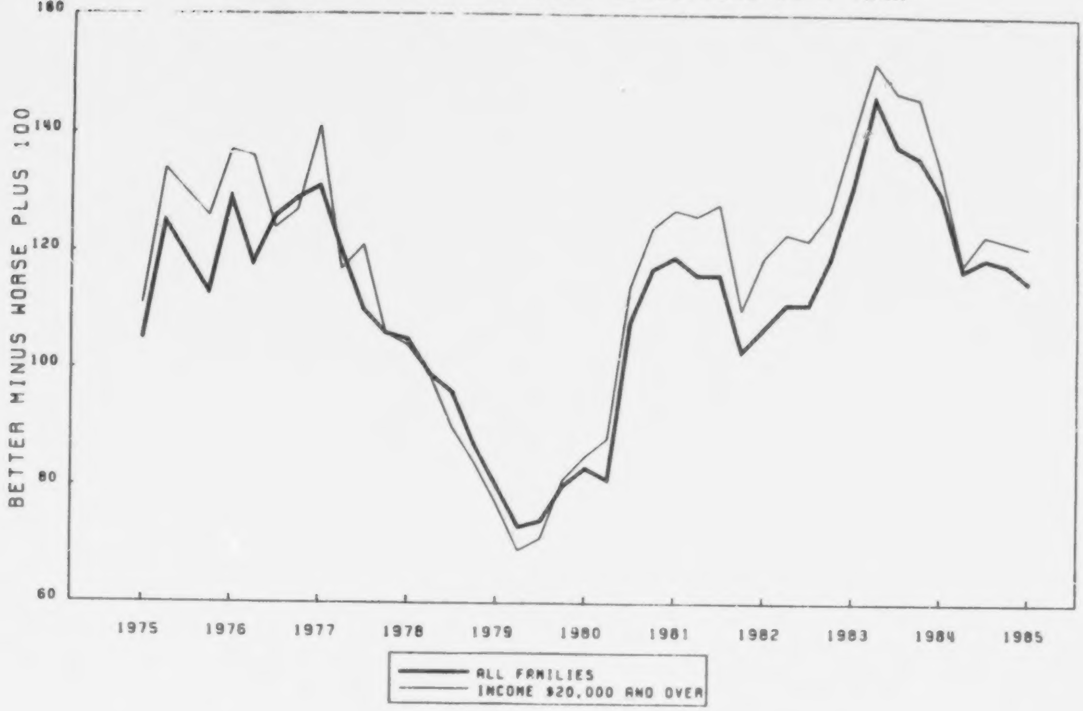


CHART 15 - RECENT CHANGES
EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

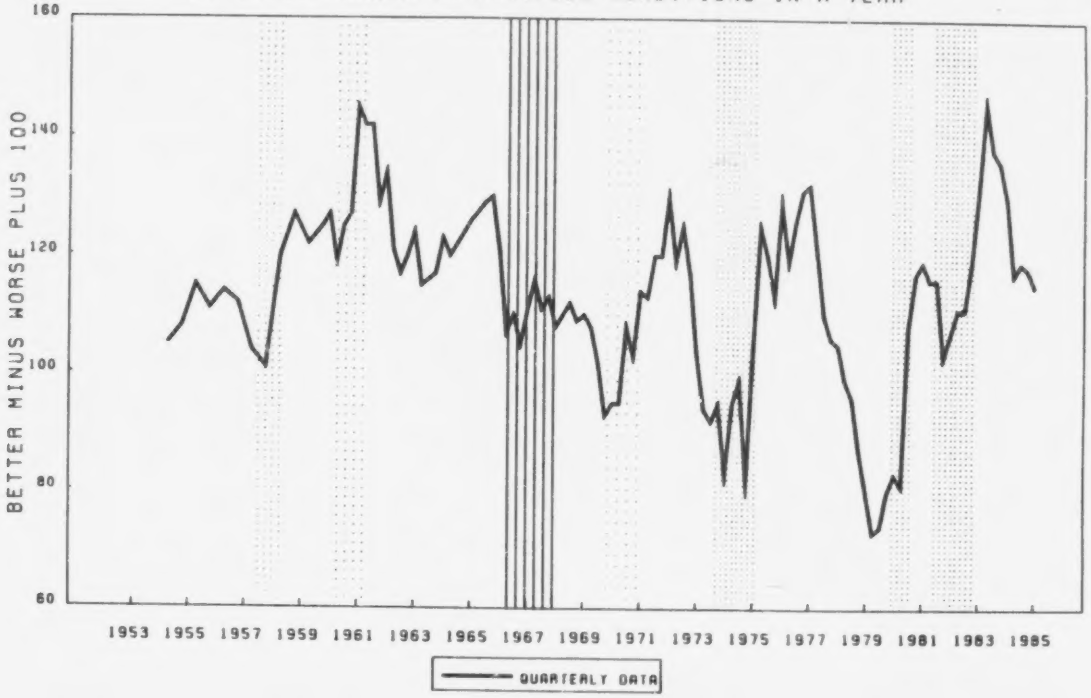


CHART 15 - HISTORICAL SERIES
EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

TABLE 15

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
BETTER	34%	36%	34%	39%	45%	52%	47%	45%	41%	31%	33%	33%	30%
SAME	38	37	42	39	41	39	42	43	47	53	49	48	53
WORSE	26	25	22	20	13	7	9	10	10	14	14	16	15
DK,NA	2	2	2	2	1	2	2	2	2	2	4	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
BETTER	41%	43%	40%	44%	49%	57%	54%	52%	43%	32%	36%	36%	32%
SAME	35	34	41	37	41	36	38	42	46	53	48	49	56
WORSE	22	21	18	18	9	6	7	5	9	14	13	14	12
DK,NA	2	2	1	1	1	1	1	1	2	1	3	1	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "And how about a year from now, do you expect that in the country as a whole business conditions will be better, or worse than they are at present, or just about the same?"

* : Less than half of one percent.

CHART 16A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUSINESS CONDITIONS IN A YEAR

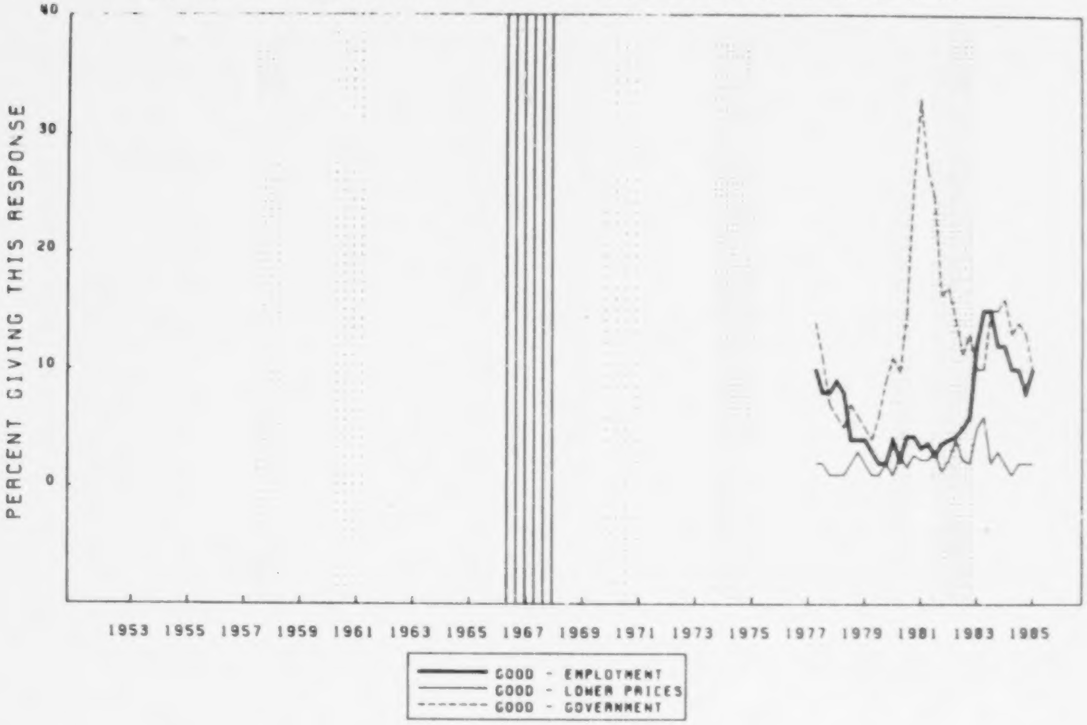


CHART 16B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUSINESS CONDITIONS IN A YEAR

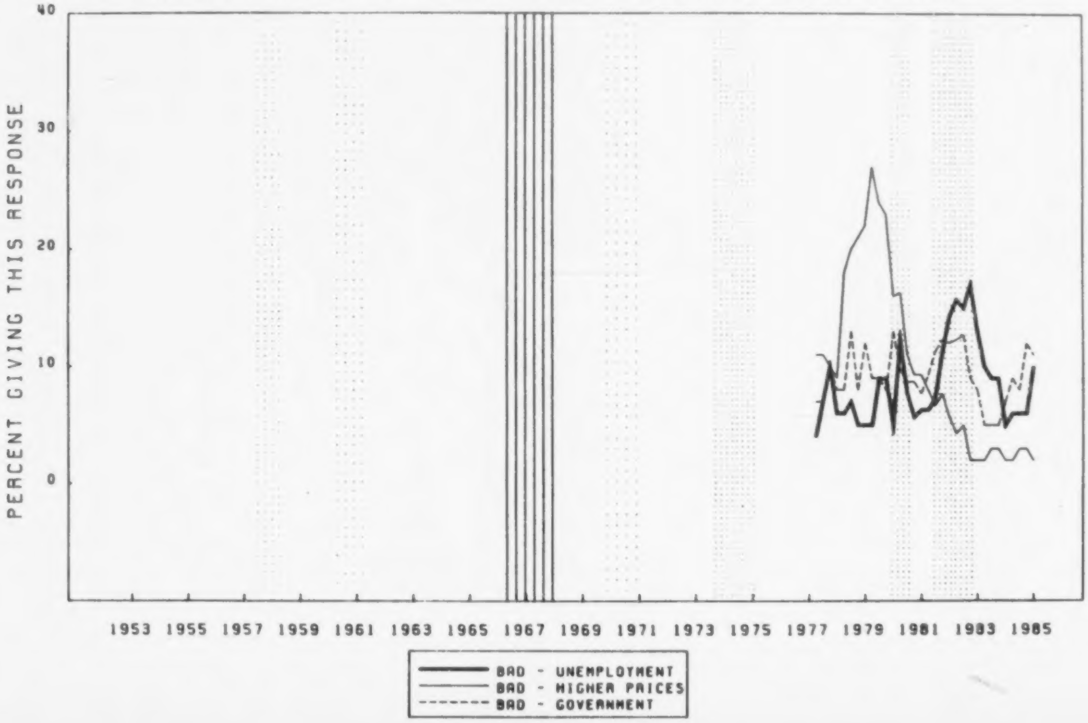


TABLE 16

REASONS FOR OPINIONS ABOUT CHANGES IN BUSINESS CONDITIONS IN A YEAR +

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
FAVORABLE REASONS:													
Government; elections	17%	14%	12%	13%	10%	10%	15%	15%	16%	13%	14%	13%	10%
Employment	4	4	5	6	12	15	15	12	12	10	10	8	10
Higher consumer demand	3	4	3	5	6	9	7	8	6	4	4	4	4
Lower prices	2	4	2	2	5	6	2	3	2	1	2	2	2
Easier credit	6	9	9	13	12	13	6	5	3	2	4	5	4
UNFAVORABLE REASONS:													
Government; elections	12	12	13	9	8	5	5	5	7	9	8	12	11
Unemployment	14	16	15	17	13	10	9	9	5	6	6	6	10
Lower consumer demand	7	6	4	4	3	3	3	2	1	2	2	3	3
Higher prices	6	4	5	2	2	2	3	3	2	2	3	3	2
Tighter credit	6	7	7	3	2	2	3	2	3	7	5	3	3
Energy crisis	*	*	*	*	*	*	*	*	*	*	*	*	*
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
FAVORABLE REASONS:													
Government; elections	20%	18%	15%	15%	9%	12%	18%	17%	19%	14%	18%	14%	11%
Employment	5	6	6	8	13	15	16	14	10	11	9	9	11
Higher consumer demand	4	5	4	6	8	11	9	9	6	5	4	5	4
Lower prices	3	5	3	3	6	6	3	3	3	2	2	2	4
Easier credit	9	11	12	17	16	16	9	6	5	3	5	6	6
UNFAVORABLE REASONS:													
Government; elections	11	13	11	9	7	4	5	4	8	10	10	12	11
Unemployment	13	12	13	15	10	9	6	7	3	5	4	5	8
Higher consumer demand	7	6	5	5	4	2	3	2	1	2	2	3	2
Higher prices	5	4	3	2	1	2	2	2	3	2	2	2	3
Tighter credit	7	7	8	4	2	3	4	2	3	9	7	4	3
Energy crisis	*	*	*	*	*	*	*	*	*	*	*	*	*

The question was: "Why do you expect business conditions to be better/the same/worse a year from now?" following the question on table 15.

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

CHART 17 - RECENT CHANGES

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

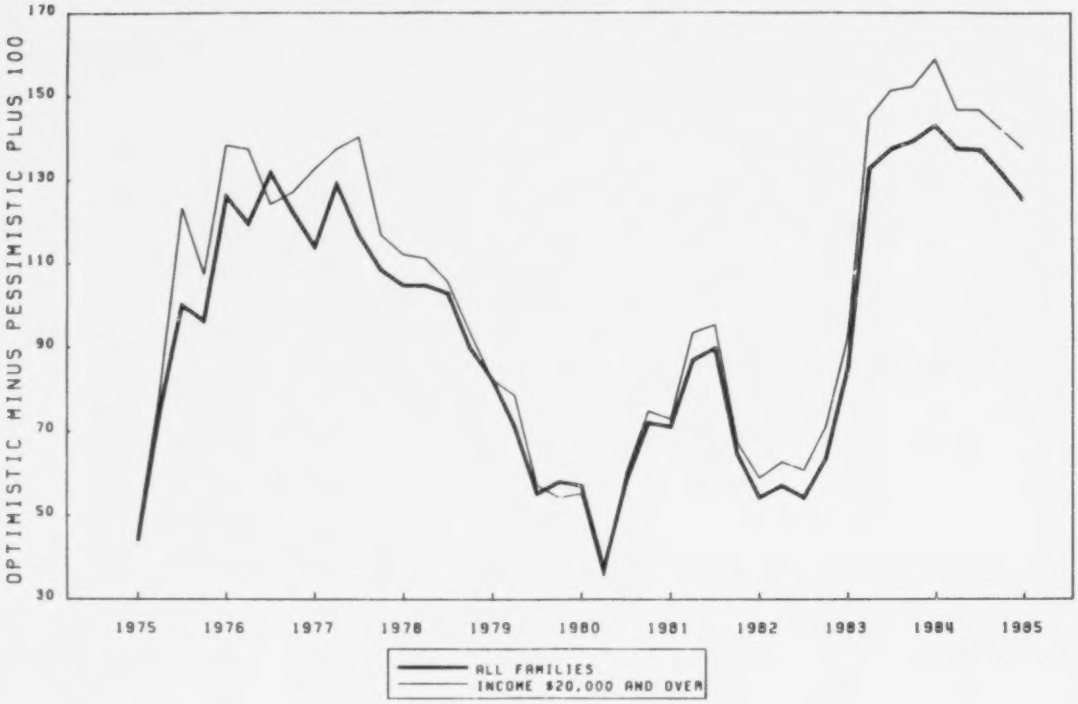


CHART 17 - HISTORICAL SERIES

TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

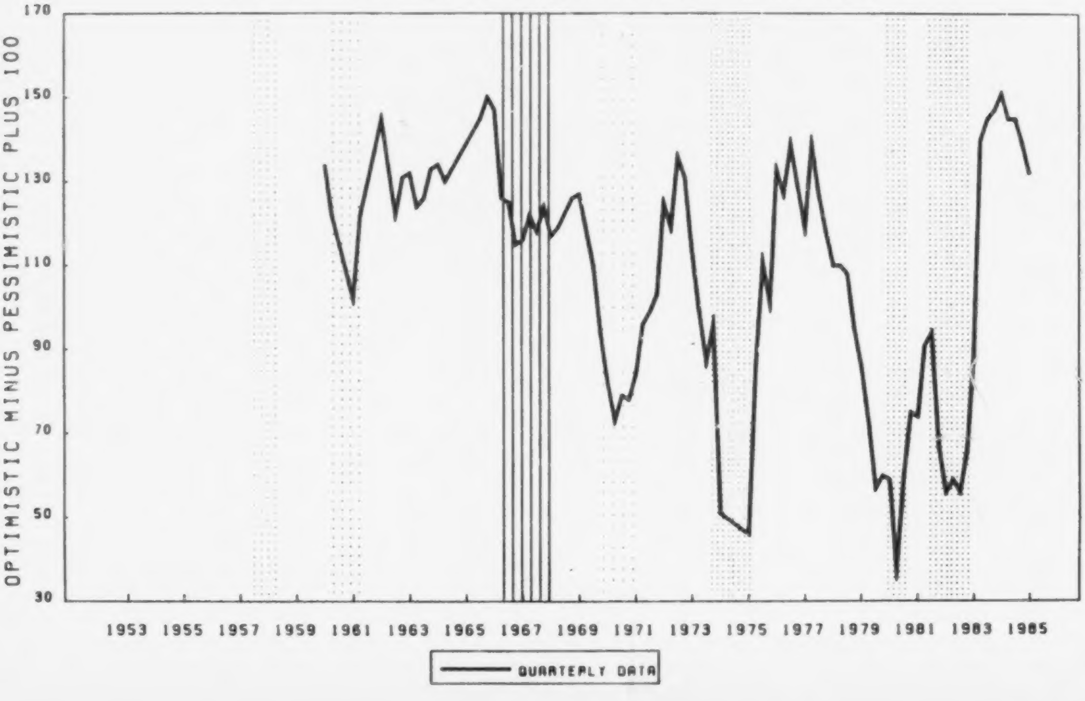


TABLE 17

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
TREND:													
Continuous increase (a)	5%	7%	7%	9%	19%	39%	37%	37%	35%	26%	26%	26%	23%
Intermittent increase (b)	7	6	6	8	12	22	26	28	32	37	36	33	33
Remain unchanged (c)	3	3	3	3	4	5	6	5	5	7	5	6	8
Intermittent decline (d)	31	31	35	33	29	16	13	14	12	12	11	13	16
Continuous decline (e)	25	23	21	18	12	6	6	5	4	6	6	8	9
Mixed change (f)	26	27	25	27	22	10	9	8	9	9	10	10	8
DK,NA	3	3	3	2	2	2	3	3	3	3	6	4	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
TREND:													
Continuous increase (a)	6%	7%	7%	11%	22%	45%	45%	46%	40%	28%	30%	29%	26%
Intermittent increase (b)	6	6	7	10	14	24	28	29	38	40	38	36	38
Remain unchanged (c)	2	2	3	2	2	4	3	4	4	6	4	6	8
Intermittent decline (d)	30	29	35	30	30	12	9	11	7	10	9	11	14
Continuous decline (e)	21	20	17	16	9	4	4	3	2	4	4	5	5
Mixed change (f)	33	34	29	30	22	10	10	5	8	11	11	10	8
DK,NA	2	2	2	1	1	1	1	2	1	1	4	3	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Combination of the responses to the questions on Tables 14 and 15.

Key: (a) Better than a year ago/Better a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 18 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

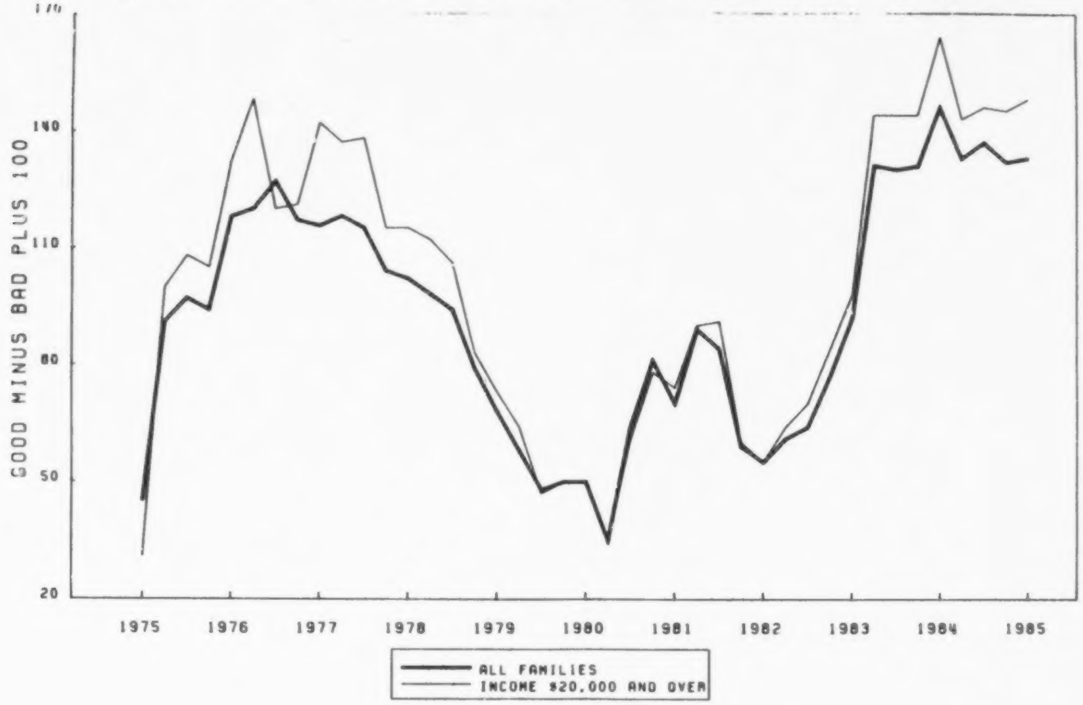


CHART 18 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

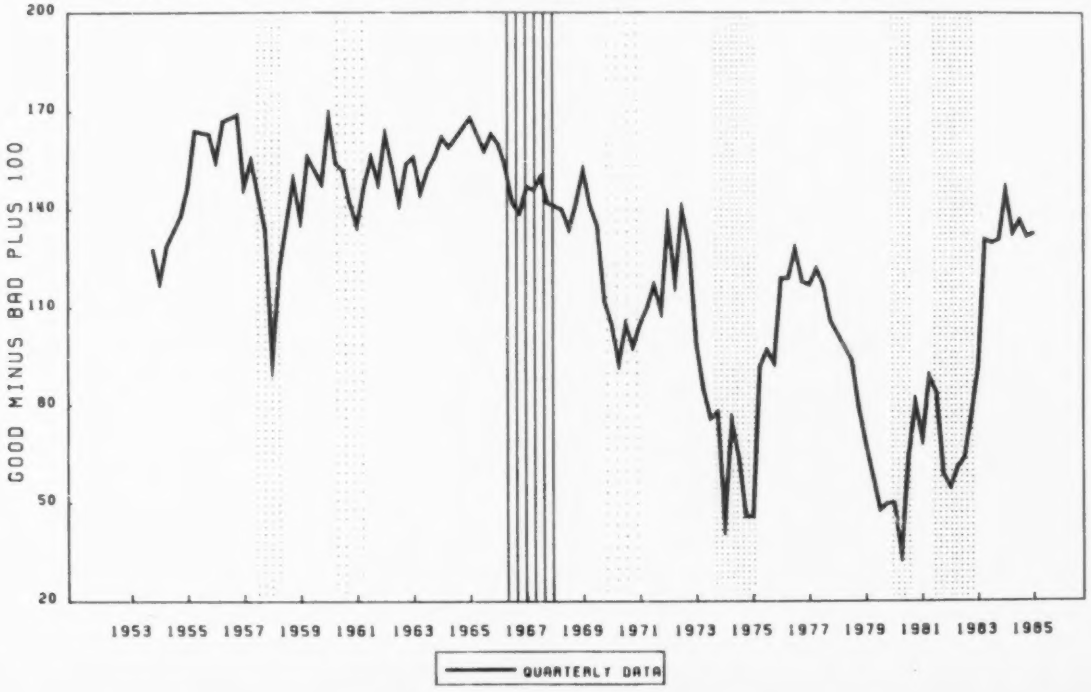


TABLE 18

BUSINESS CONDITIONS EXPECTED DURING THE NEXT 12 MONTHS

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
GOOD TIMES	23%	27%	27%	33%	42%	61%	60%	61%	69%	61%	63%	59%	62%
UNCERTAIN; GOOD & BAD	2	1	4	3	1	2	3	3	2	3	3	3	3
BAD TIMES	68	66	63	57	50	30	30	30	22	28	26	27	29
DON'T KNOW	3	4	3	4	3	4	5	5	5	5	6	7	4
NOT ASCERTAINED	4	2	3	3	4	3	2	1	2	3	2	4	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIMES	24%	29%	30%	37%	45%	68%	68%	69%	80%	68%	68%	67%	70%
UNCERTAIN; GOOD & BAD	2	2	4	4	1	2	3	2	1	3	4	3	3
BAD TIMES	69	65	61	54	48	24	24	25	16	24	22	22	22
DON'T KNOW	2	2	2	2	1	3	3	2	2	4	4	5	3
NOT ASCERTAINED	3	2	3	3	5	3	2	2	1	1	2	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Now turning to business conditions in the country as a whole--do you think that during the next 12 months we'll have good times financially, or bad times or what?"

CHART 19 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

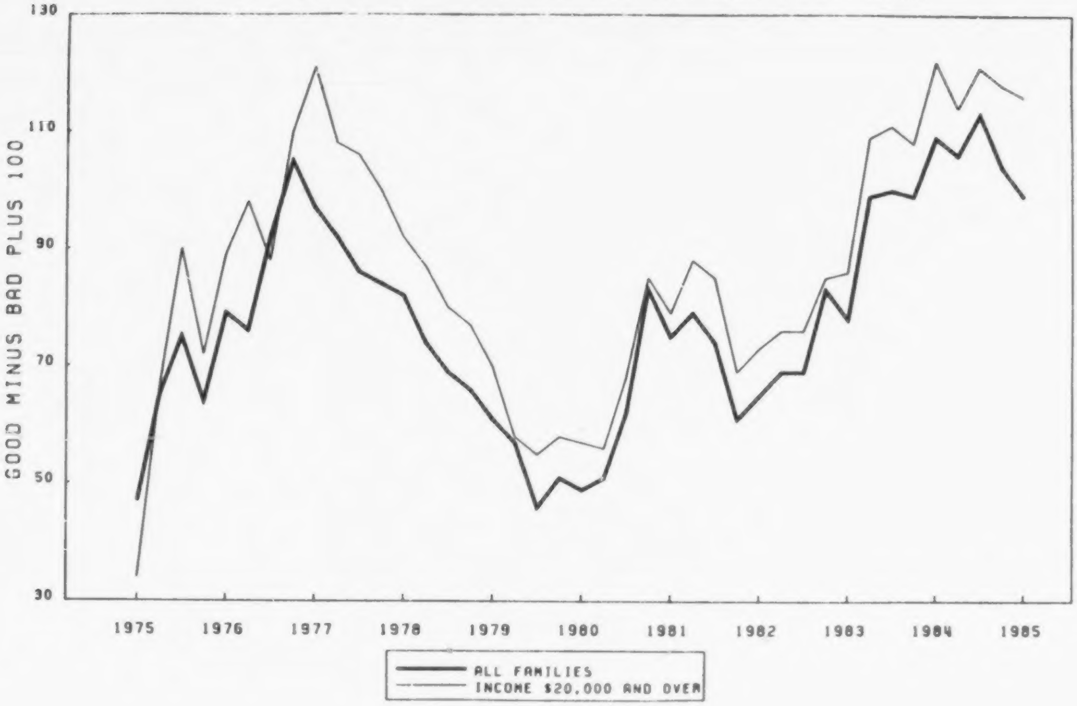


CHART 19 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

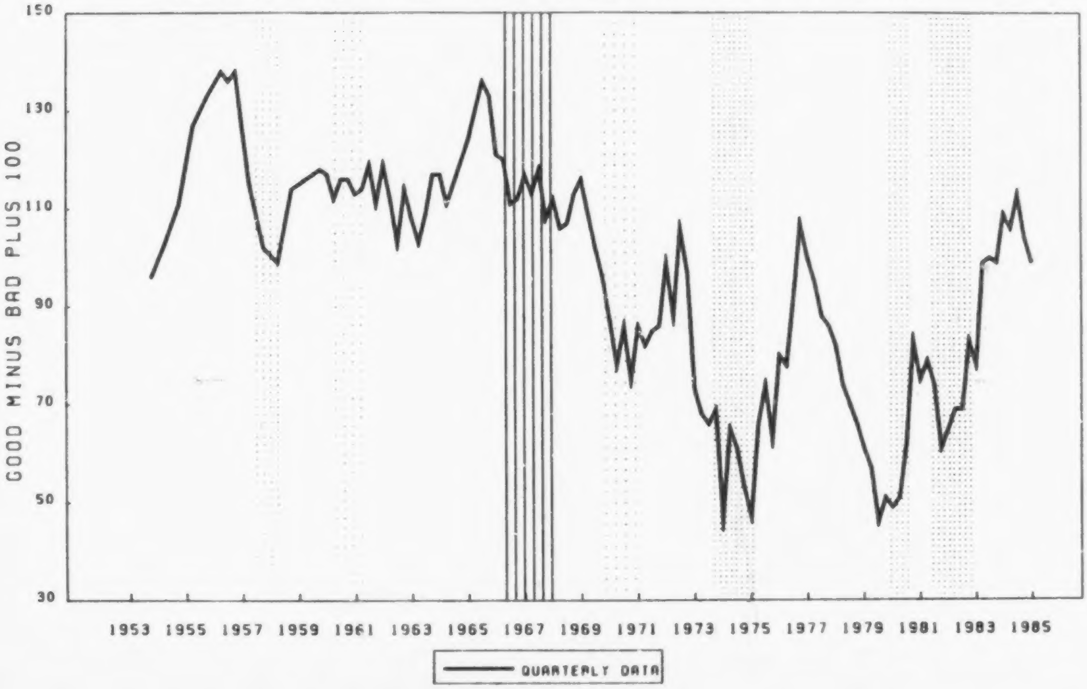


TABLE 19

BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
GOOD TIMES	25%	25%	24%	31%	30%	39%	38%	39%	44%	42%	46%	42%	41%
UNCERTAIN; GOOD & BAD	12	13	15	14	13	17	20	17	16	17	16	16	13
BAD TIMES	60	56	56	48	52	40	38	40	35	36	33	37	43
NOT ASCERTAINED	3	6	5	7	5	4	4	4	5	5	5	5	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIMES	28%	28%	28%	33%	34%	44%	44%	44%	52%	45%	49%	49%	50%
UNCERTAIN; GOOD & BAD	14	13	16	14	13	17	19	17	15	19	18	16	13
BAD TIMES	55	53	51	47	48	36	33	36	29	32	28	31	34
NOT ASCERTAINED	3	6	5	6	5	3	4	3	4	4	5	4	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next 5 years or so, or that we will have periods of widespread unemployment or depression, or what?"

CHART 20 - RECENT CHANGES
EXPECTED CHANGE IN UNEMPLOYMENT

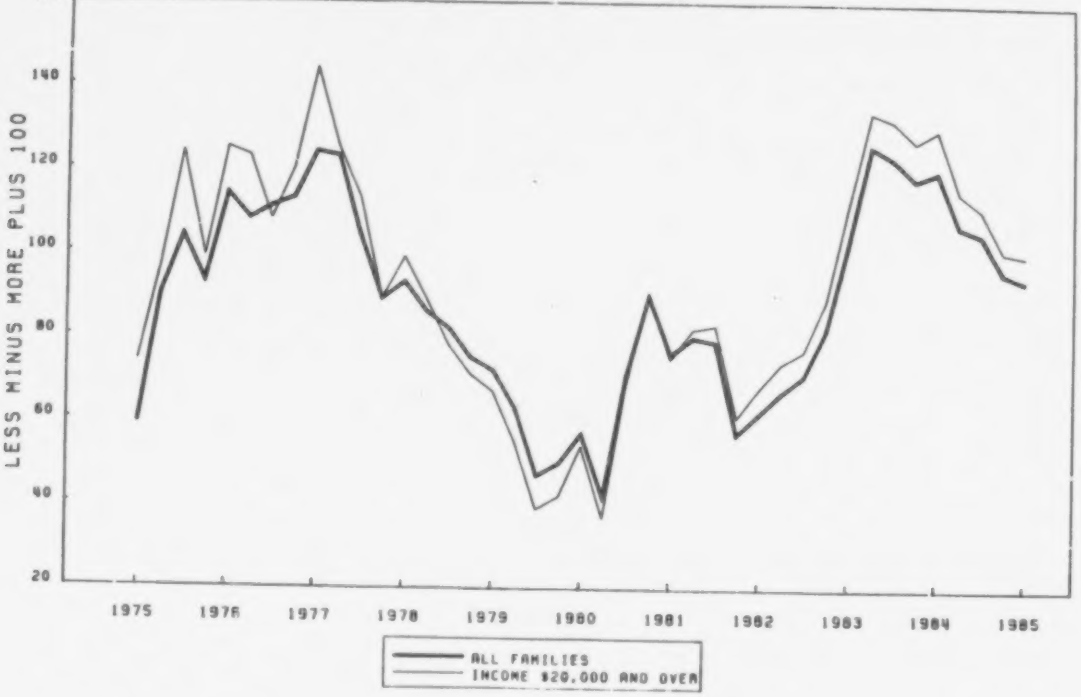


CHART 20 - HISTORICAL SERIES
EXPECTED CHANGE IN UNEMPLOYMENT

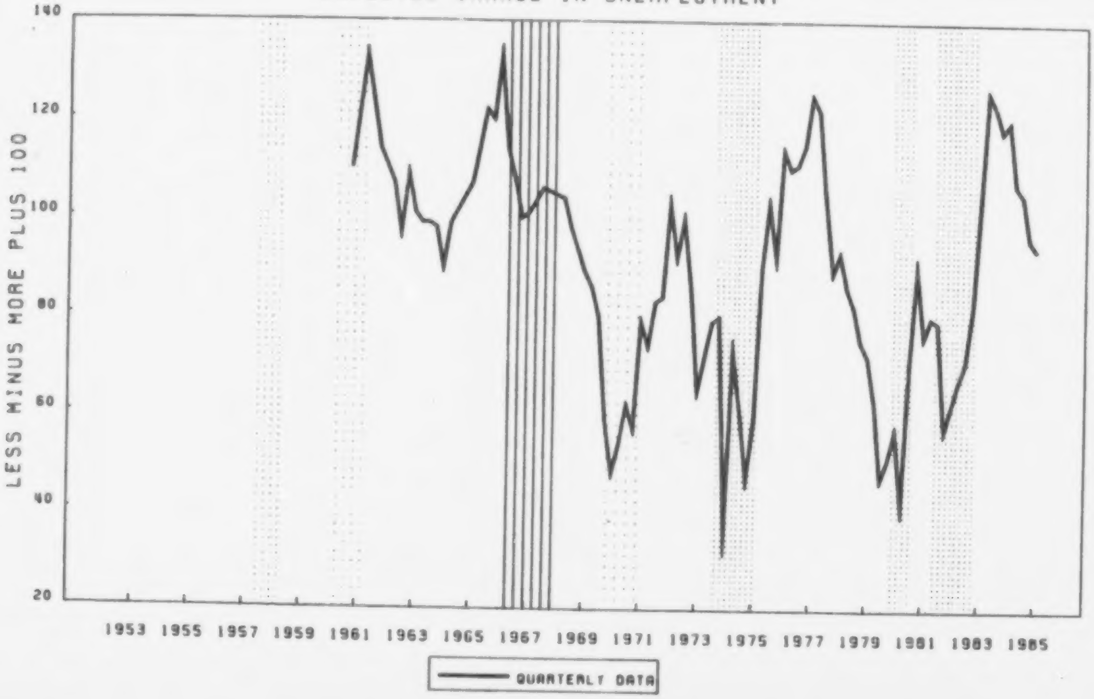


TABLE 20

EXPECTED CHANGE IN UNEMPLOYMENT

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
LESS	14%	16%	17%	21%	29%	40%	39%	35%	35%	27%	25%	21%	21%
SAME	33	35	36	39	43	44	43	45	48	52	52	52	50
MORE	52	48	46	38	27	15	16	18	15	20	21	25	27
DK,NA	1	1	1	2	1	1	2	2	2	1	2	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
LESS	17%	18%	19%	24%	34%	45%	44%	41%	41%	31%	28%	23%	24%
SAME	34	38	38	41	44	43	43	45	47	53	54	55	52
MORE	48	44	42	35	22	11	12	14	11	16	17	21	24
DK,NA	1	*	1	*	*	1	1	*	1	*	1	1	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "How about people out of work during the coming 12 months--do you think that there will be more unemployment than now, about the same, or less?"

* : Less than half of one percent.

CHART 21 - RECENT CHANGES
EXPECTED CHANGE IN INTEREST RATES

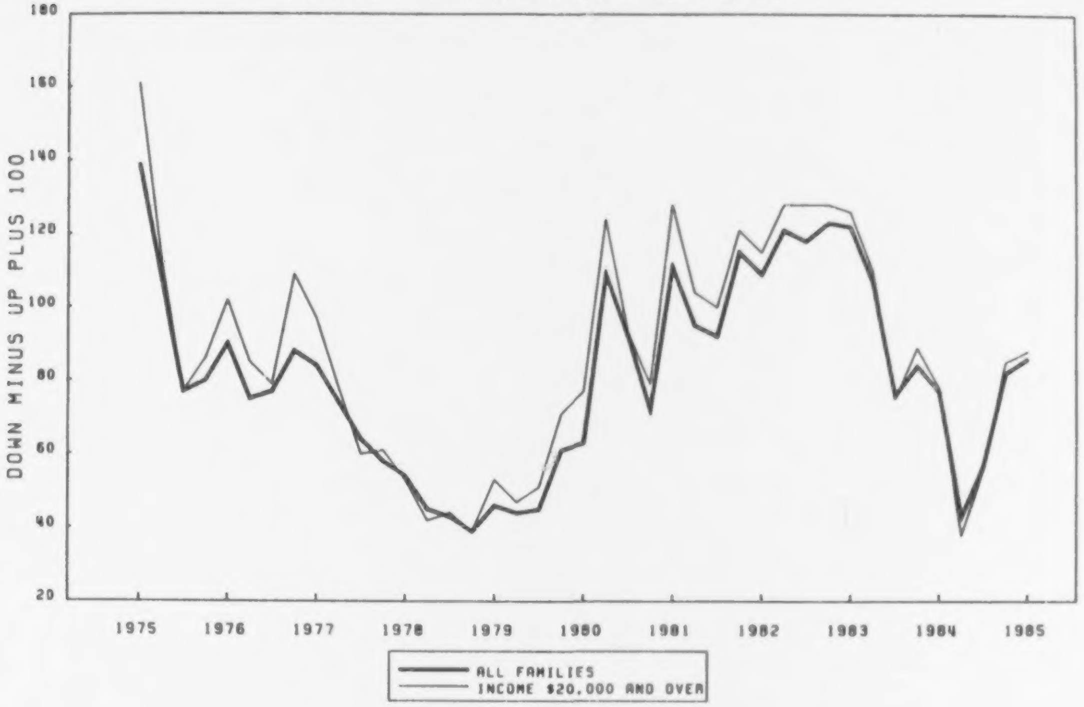


CHART 21 - HISTORICAL SERIES
EXPECTED CHANGE IN INTEREST RATES

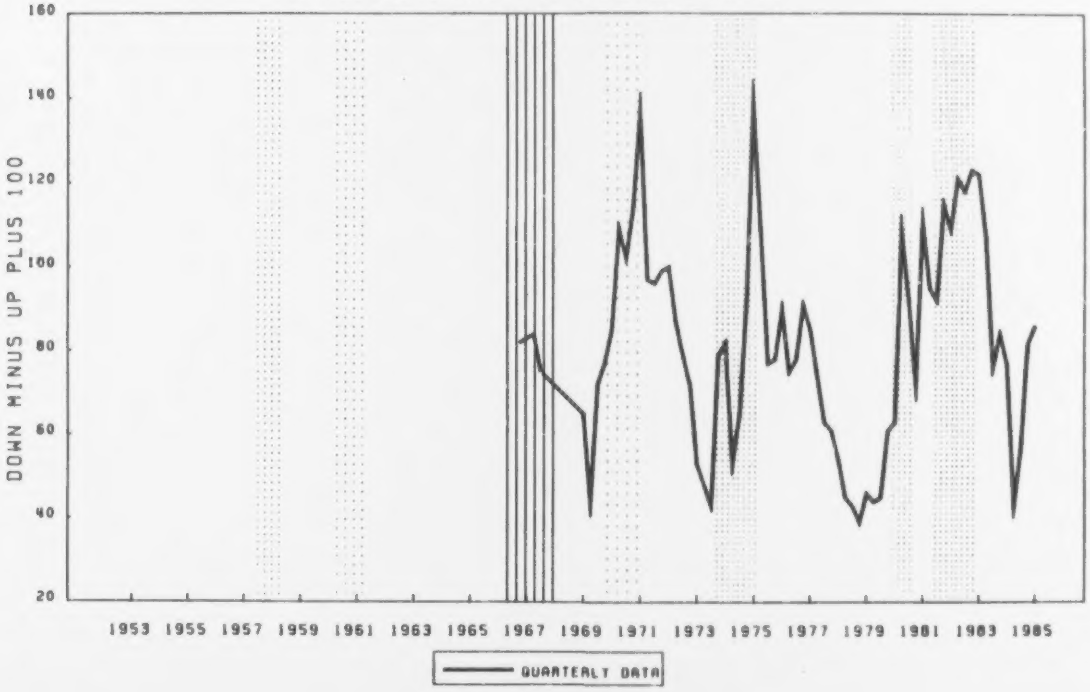


TABLE 21

EXPECTED CHANGE IN INTEREST RATES

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
GO UP	28%	21%	22%	22%	20%	23%	44%	37%	40%	66%	55%	42%	39%
STAY THE SAME	31	35	34	28	35	44	34	37	39	23	29	31	34
GO DOWN	37	41	40	46	42	31	19	22	17	9	13	24	24
DK,NA	4	3	4	4	3	2	3	4	4	2	3	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GO UP	25%	17%	18%	20%	18%	21%	44%	34%	39%	70%	56%	40%	38%
STAY THE SAME	33	36	34	30	36	47	36	41	42	22	30	34	36
GO DOWN	40	45	46	49	44	31	19	23	17	8	12	25	25
DK,NA	2	2	2	1	2	1	1	2	2	*	2	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "No one can say for sure, but what do you think will happen to interest rates for borrowing money during the next 12 months--will they go up, stay the same, or go down?"

* : Less than half of one percent.

CHART 22 - RECENT CHANGES
CHANGE IN PRICES DURING THE LAST 12 MONTHS

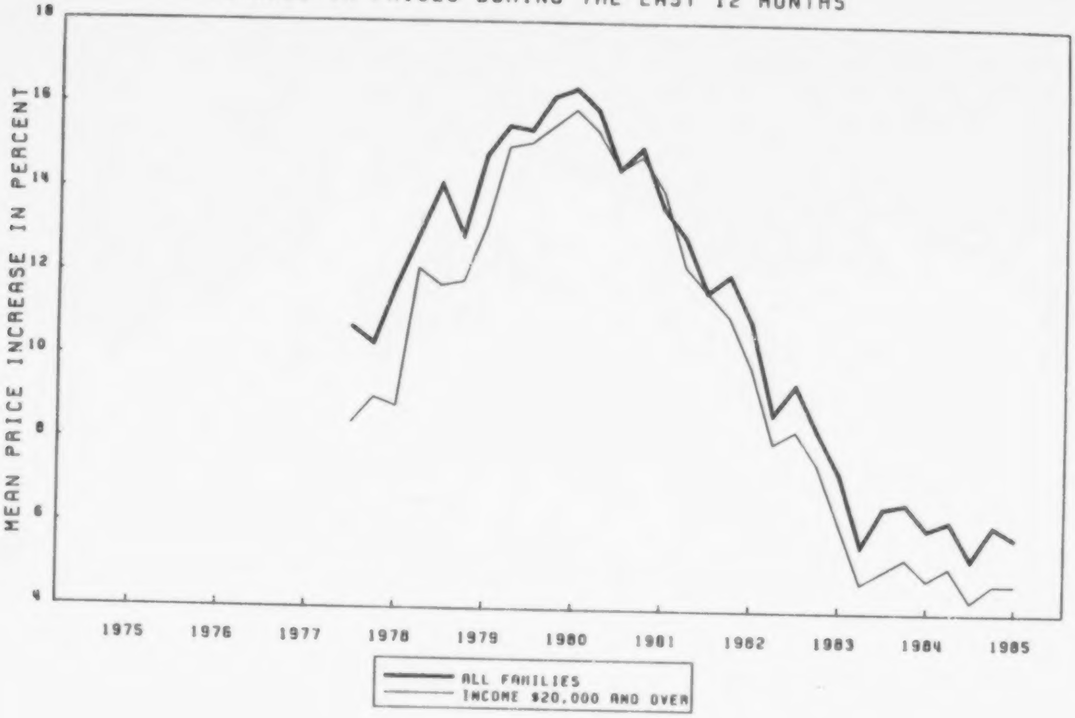


CHART 22 - HISTORICAL SERIES
CHANGE IN PRICES DURING THE LAST 12 MONTHS

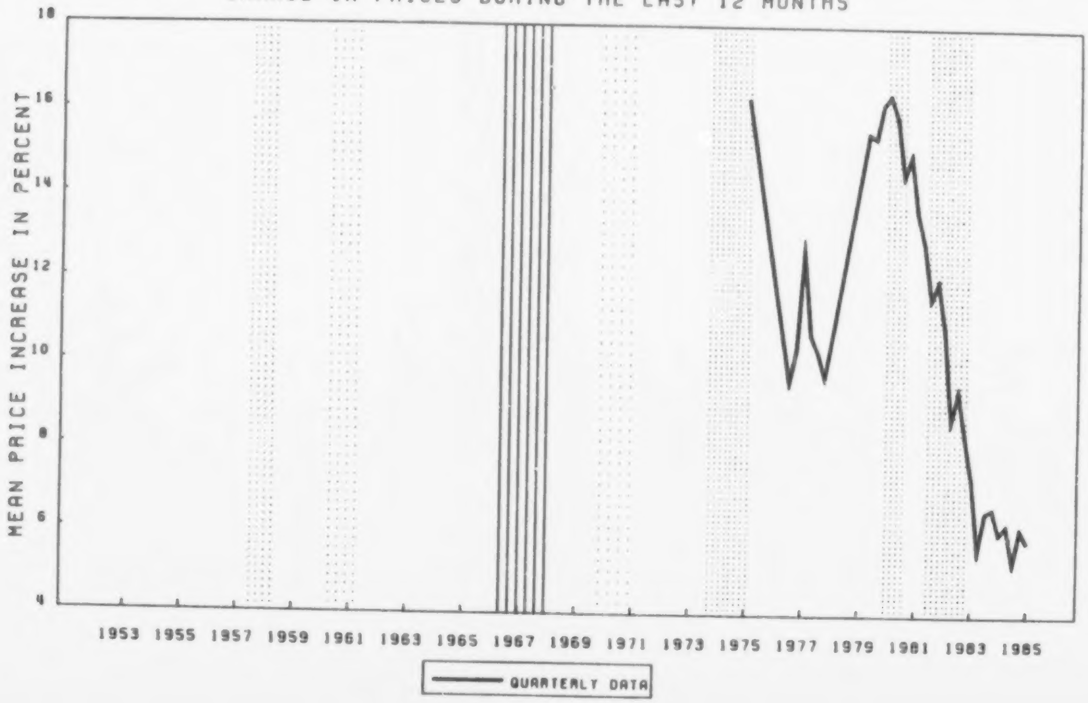


TABLE 22

CHANGE IN PRICES DURING THE LAST 12 MONTHS

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
SAME OR DOWN	13%	17%	13%	20%	26%	30%	24%	23%	23%	22%	28%	26%	26%
GONE UP BY:													
1-2%	4	5	6	5	6	8	9	9	10	11	9	10	11
3-4%	6	9	9	8	10	12	13	14	15	15	15	15	17
5%	12	12	12	15	15	15	15	15	16	17	17	15	15
6-9%	14	14	14	12	9	9	9	9	9	9	8	6	7
10-14%	24	20	22	18	15	12	13	13	12	11	10	11	10
15% or more	21	17	17	15	13	9	10	10	8	10	8	10	9
DK how much up	6	6	6	6	5	4	6	6	6	5	5	6	5
DK,NA	*	*	1	1	1	1	1	1	1	*	*	1	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	10.9	8.7	9.4	8.3	7.3	5.6	6.5	6.6	6.0	6.2	5.3	6.1	5.8
VARIANCE	124	91	99	97	97	63	84	82	70	69	62	82	77
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
SAME OR DOWN	15%	19%	16%	23%	29%	33%	27%	26%	29%	25%	33%	30%	32%
GONE UP BY:													
1-2%	5	5	6	6	6	9	10	8	11	13	10	11	12
3-4%	5	9	9	9	11	13	14	15	15	16	15	16	17
5%	12	13	13	15	16	15	17	16	17	17	19	16	15
6-9%	16	15	17	13	11	10	10	11	9	11	7	8	7
10-14%	26	21	22	17	12	11	11	12	10	9	7	8	8
15% or more	19	15	14	13	11	7	7	7	6	7	6	7	7
DK how much up	2	3	3	4	3	2	3	4	3	2	3	3	2
DK,NA	*	*	*	*	1	*	1	1	*	*	*	1	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	9.8	8.0	8.3	7.5	6.1	4.7	5.0	5.3	4.8	5.1	4.3	4.7	4.7
VARIANCE	99	77	80	82	76	41	46	51	50	55	47	48	60

The questions were: "During the last 12 months, have prices of the things you buy remained unchanged, or have they gone up, or have they gone down?" and "By about what percent do you think prices have gone up,on the average, during the last 12 months?"

* : Less than half of one percent.

CHART 23 - RECENT CHANGES
MEAN EXPECTED PRICE INCREASES DURING NEXT 12 MONTHS

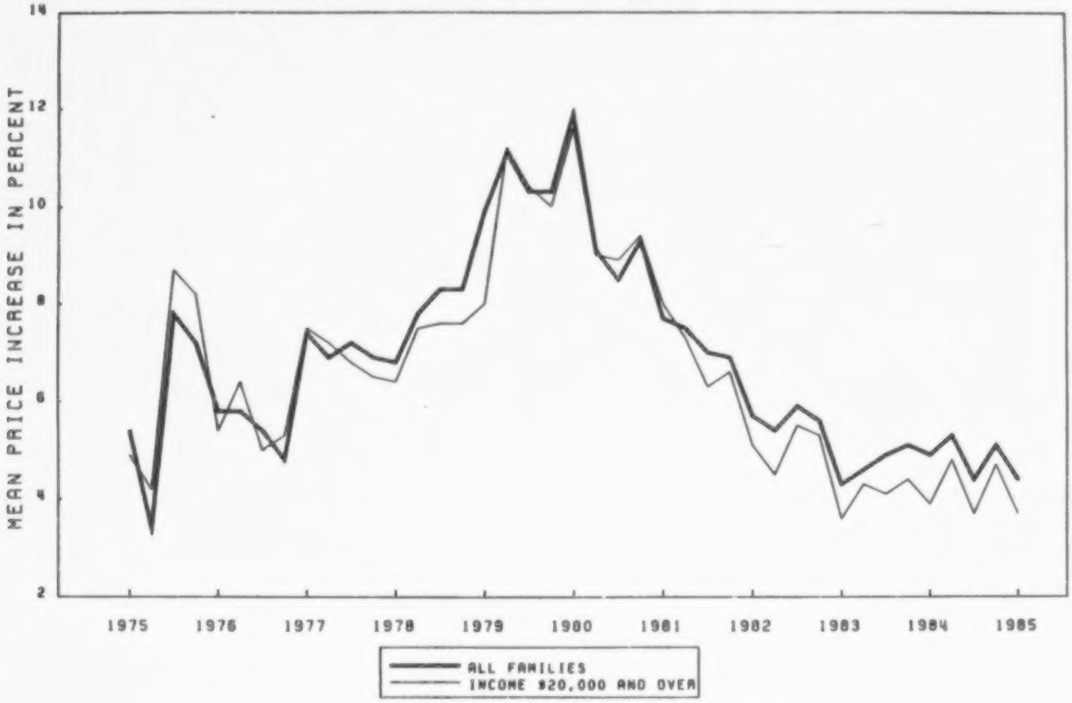


CHART 23 - HISTORICAL SERIES
MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

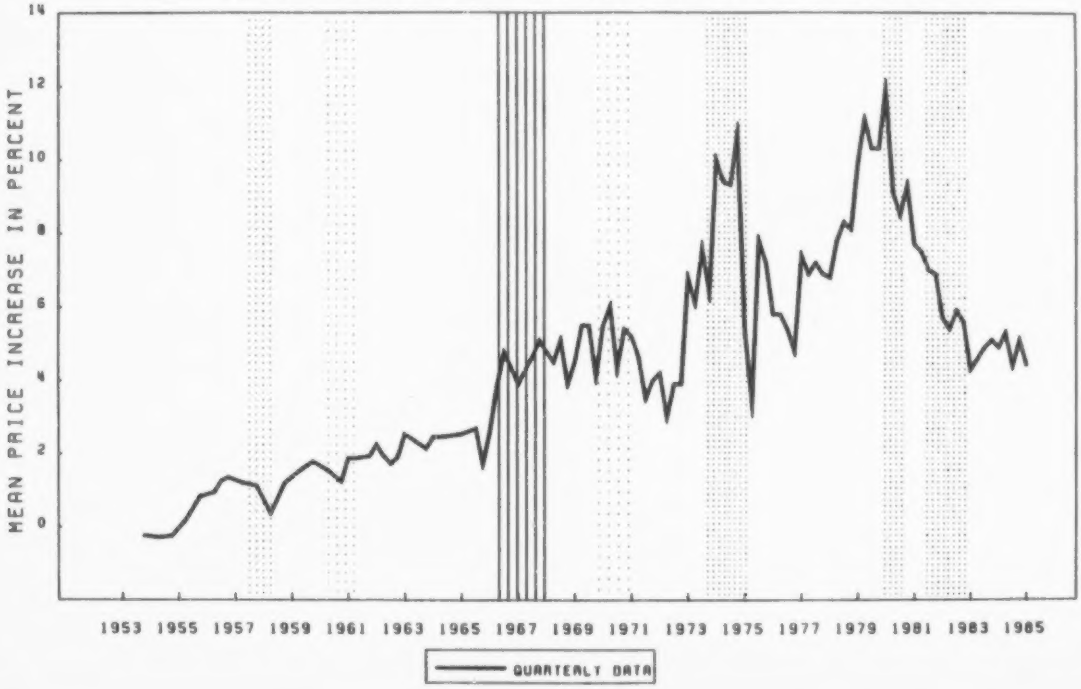


TABLE 23

EXPECTED CHANGE IN PRICES DURING THE NEXT 12 MONTHS

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
SAME OR DOWN	35%	33%	26%	32%	38%	32%	27%	24%	24%	19%	24%	23%	26%
WILL GO UP BY:													
1-2%	5	6	8	5	9	9	13	12	14	14	16	14	15
3-4%	8	9	10	10	12	14	15	15	18	16	17	16	19
5%	12	15	16	15	15	17	16	16	16	18	17	17	15
6-9%	12	10	13	10	7	10	8	9	8	11	7	8	6
10-14%	13	13	13	13	8	9	9	11	10	11	8	10	9
15% or more	9	8	8	9	6	5	6	6	5	6	5	6	5
DK how much up	4	3	4	4	3	3	4	5	4	4	4	4	4
DK,NA	2	3	2	2	2	1	2	2	1	1	2	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	5.7	5.4	5.9	5.6	4.3	4.6	4.9	5.1	4.9	5.3	4.4	5.1	4.4
VARIANCE	68	61	59	64	53	49	47	45	49	44	38	48	40
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
SAME OR DOWN	34%	37%	25%	32%	39%	29%	26%	24%	25%	18%	24%	20%	27%
WILL GO UP BY:													
1-2%	5	6	8	5	10	9	14	13	15	15	18	14	18
3-4%	9	8	11	10	13	15	18	16	20	19	19	20	22
5%	14	17	17	16	18	19	18	18	18	19	20	20	16
6-9%	14	12	16	12	7	12	9	13	10	13	8	9	5
10-14%	15	13	12	14	6	9	8	9	7	10	5	10	6
15% or more	7	5	7	7	4	4	4	4	2	4	3	4	4
DK how much up	1	1	3	3	2	2	2	2	2	2	2	2	2
DK,NA	1	1	1	1	1	1	1	1	1	*	1	1	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	5.1	4.5	5.5	5.3	3.6	4.3	4.1	4.4	3.9	4.8	3.7	4.7	3.7
VARIANCE	41	40	46	51	36	33	26	28	24	35	21	36	30

The questions were: "During the next 12 months, do you think that prices in general will go up, or go down, or stay where they are now?" and "By about what percent do you expect prices to go up, on the average, during the next 12 months?"

* : Less than half of one percent.

CHART 24 - RECENT CHANGES
UNEMPLOYMENT OR INFLATION MORE SERIOUS

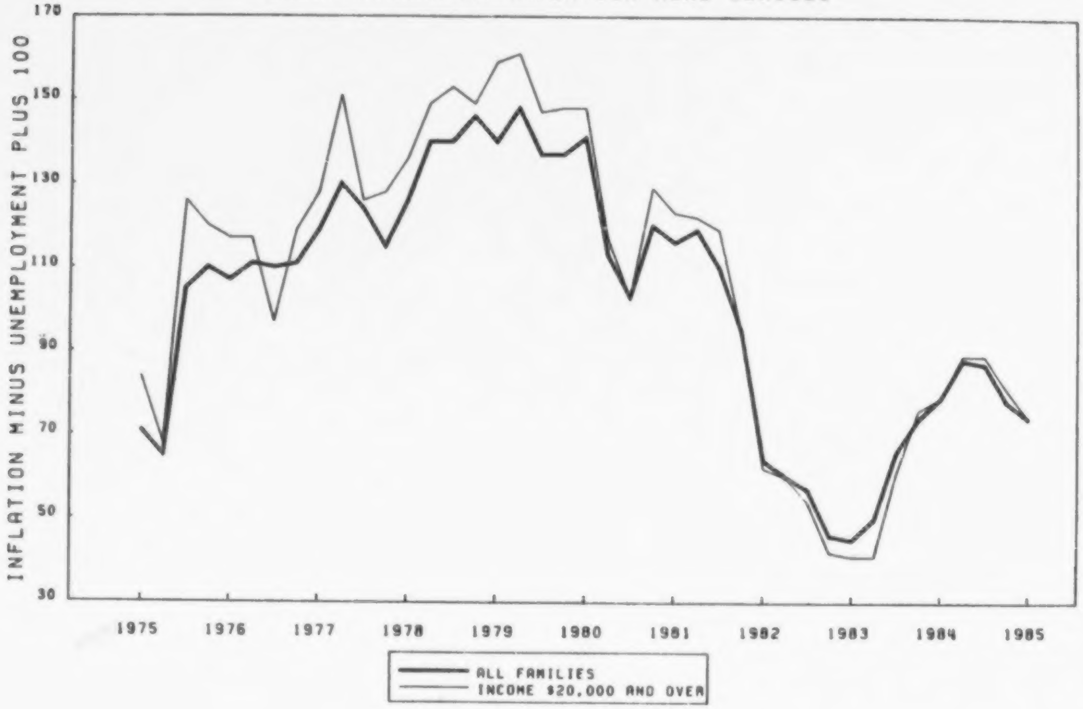


CHART 24 - HISTORICAL SERIES
UNEMPLOYMENT OR INFLATION MORE SERIOUS

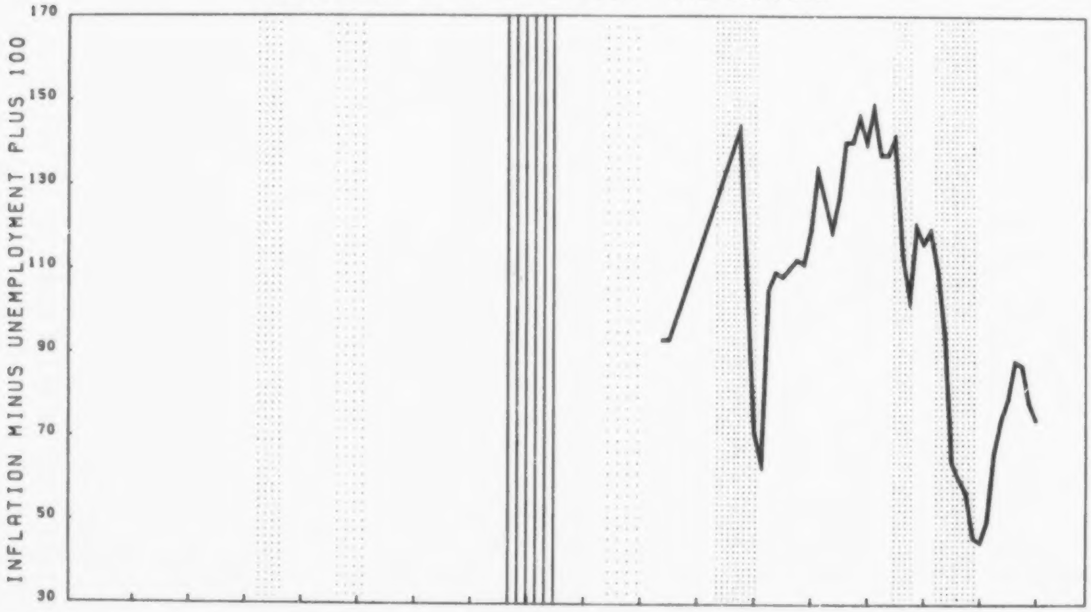


TABLE 24

UNEMPLOYMENT OR INFLATION MORE SERIOUS ECONOMIC HARDSHIP

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
UNEMPLOYMENT	61%	64%	66%	72%	73%	71%	63%	59%	56%	53%	52%	57%	59%
BOTH EQUALLY SERIOUS	12	11	10	9	7	7	7	6	6	5	6	7	5
INFLATION	26	24	23	18	18	21	29	33	35	40	39	34	33
DK,NA	1	1	1	1	2	1	1	2	3	2	3	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
UNEMPLOYMENT	64%	65%	69%	76%	76%	77%	66%	59%	58%	53%	53%	55%	60%
BOTH EQUALLY SERIOUS	10	9	8	5	6	4	6	5	4	4	4	6	4
INFLATION	26	25	23	18	18	18	28	35	37	42	41	36	34
DK,NA	*	1	*	1	*	1	*	1	1	1	2	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Which of the two problems--unemployment or inflation--do you think will cause the more serious economic hardship for people during the next year or so?"

* : Less than half of one percent.

CHART 25 - RECENT CHANGES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

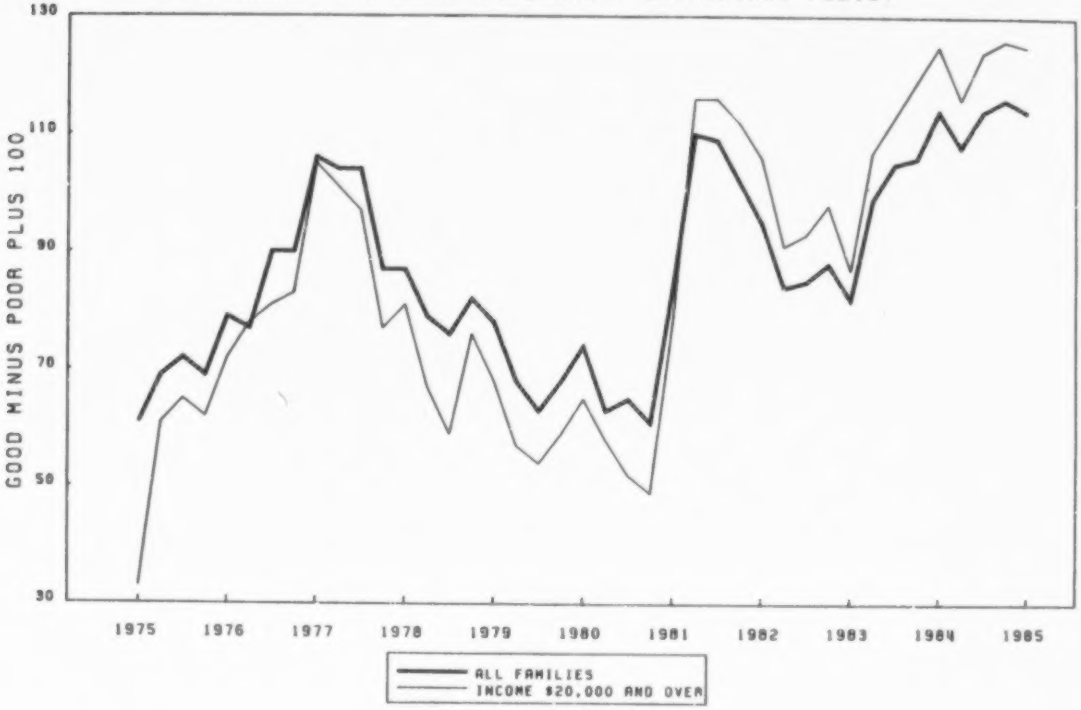


CHART 25 - HISTORICAL SERIES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

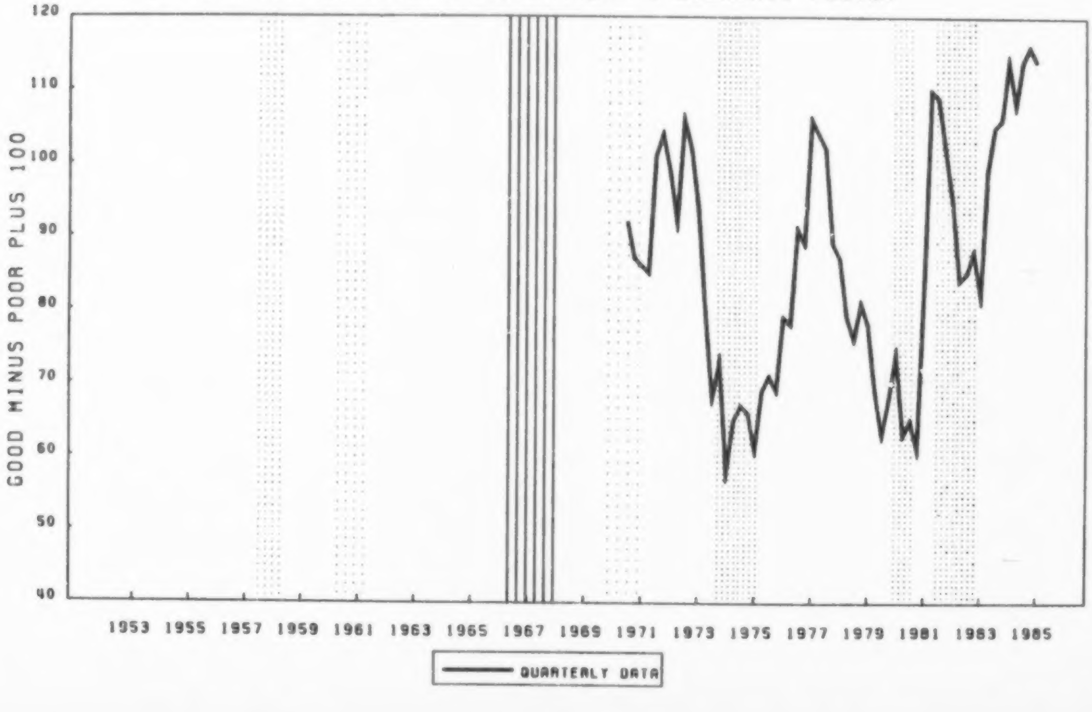


TABLE 25

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
A GOOD JOB	23%	19%	18%	20%	18%	21%	27%	27%	32%	28%	33%	33%	33%
ONLY FAIR	45	43	46	44	44	54	49	50	48	50	46	47	46
A POOR JOB	29	35	33	32	36	23	22	21	18	20	19	18	19
DK,NA	3	3	3	4	2	2	2	2	2	2	2	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
A GOOD JOB	30%	22%	22%	25%	19%	25%	31%	33%	38%	31%	38%	40%	39%
ONLY FAIR	44	45	47	45	47	55	50	51	47	51	46	45	46
A POOR JOB	24	31	29	26	32	19	18	15	14	16	15	15	14
DK,NA	2	2	2	4	2	1	1	1	1	2	1	*	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "As to the economic policy of the government--I mean steps taken to fight inflation or unemployment--would you say the government is doing a good job, only fair, or a poor job?"

* : Less than half of one percent.

CHART 26 - RECENT CHANGES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

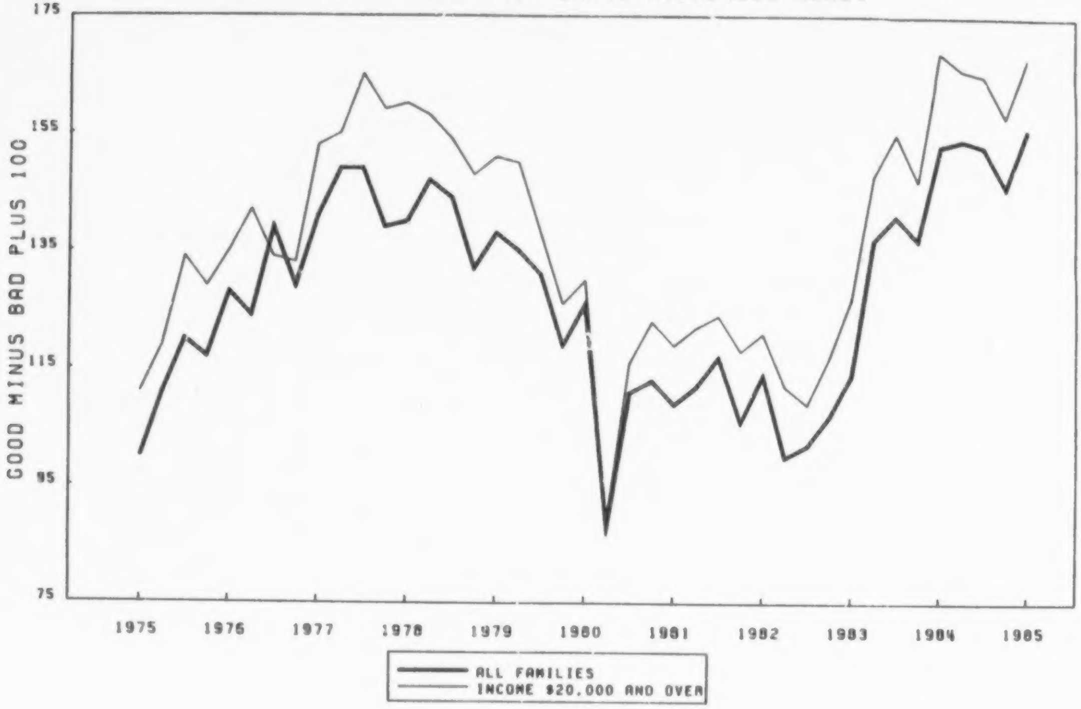


CHART 26 - HISTORICAL SERIES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

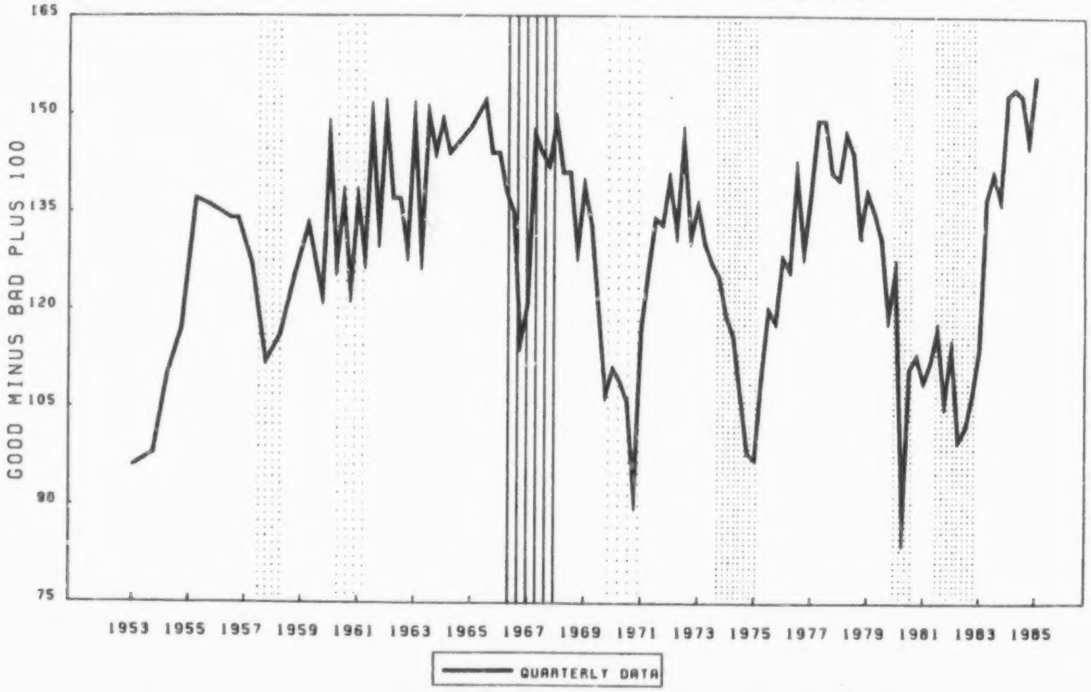


TABLE 26

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
GOOD TIME TO BUY	51%	43%	44%	48%	53%	64%	65%	63%	71%	72%	71%	68%	74%
UNCERTAIN, DEPENDS	12	14	14	12	9	8	10	11	10	10	10	10	8
BAD TIME TO BUY	37	43	42	40	38	28	25	26	19	18	19	22	18
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY	54%	48%	47%	52%	59%	70%	73%	69%	81%	79%	78%	75%	81%
UNCERTAIN, DEPENDS	13	15	15	13	9	8	8	8	7	8	9	8	6
BAD TIME TO BUY	33	37	38	35	32	22	19	23	12	13	13	17	13
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?"

CHART 27A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

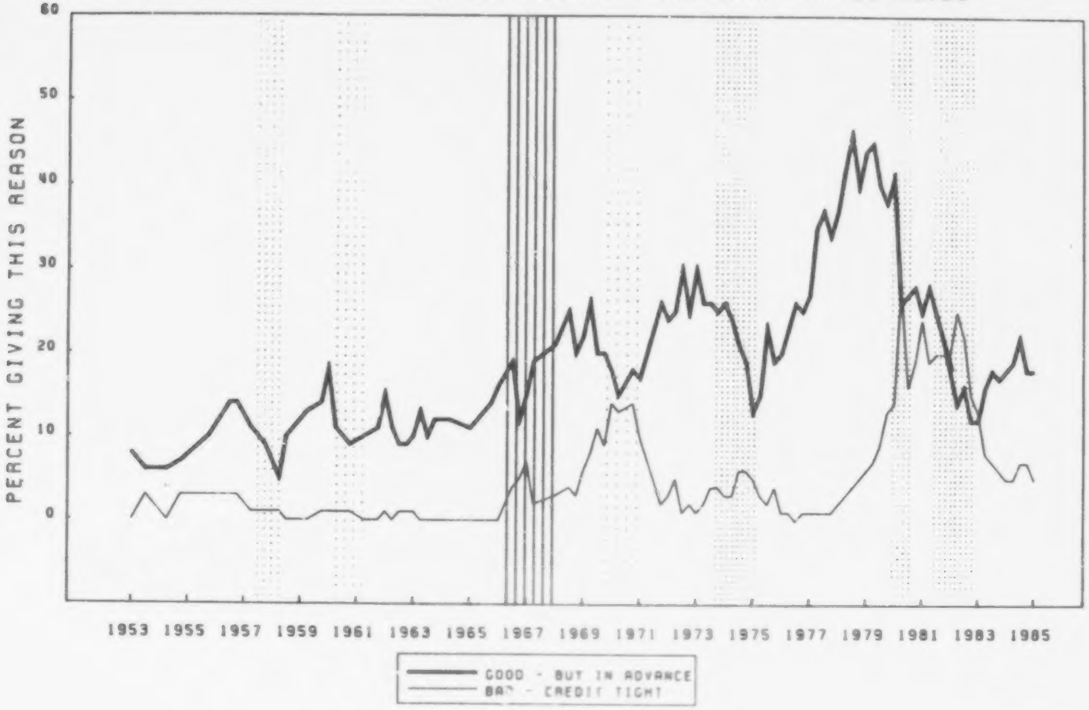


CHART 27B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

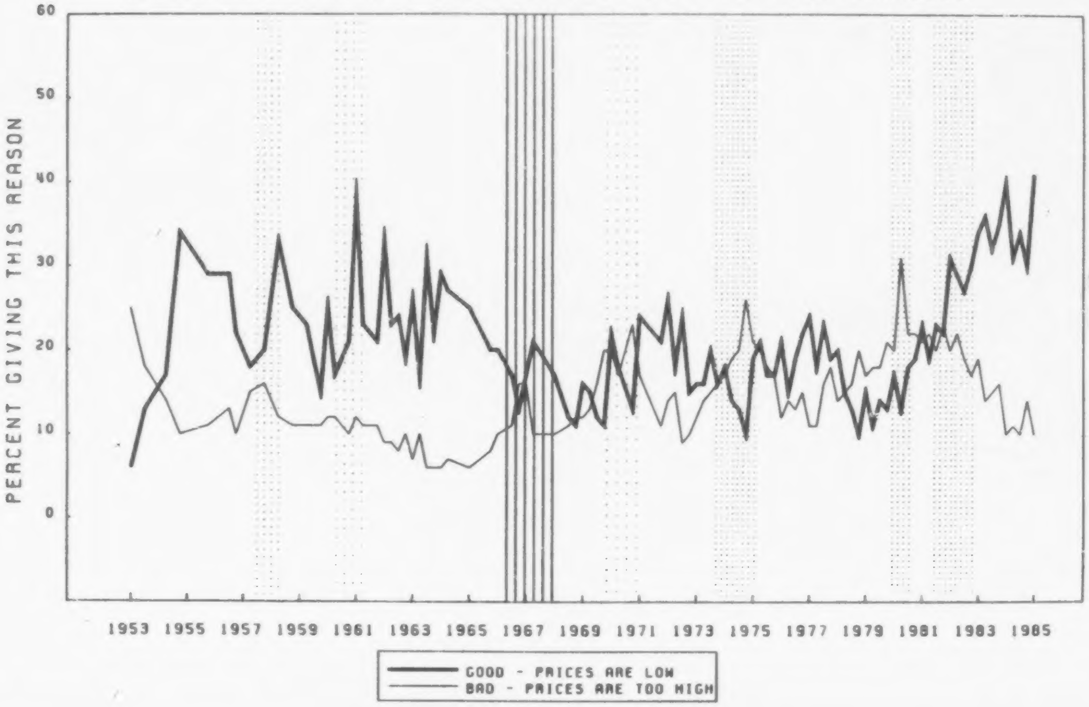


TABLE 27

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS +

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
GOOD TIME TO BUY:													
Prices are low; good buys available	31%	29%	27%	30%	34%	36%	32%	35%	40%	31%	34%	30%	41%
Prices won't come down; are going higher	18	14	16	12	12	16	18	17	18	19	22	18	18
Interest rates low; credit is easy	2	2	3	6	9	14	12	7	10	12	9	11	11
BAD TIME TO BUY:													
Prices are high	20	22	19	17	19	14	15	16	10	11	10	14	10
Interest rates are high; credit is tight	20	25	22	15	13	8	7	6	5	5	7	7	5
Lack of purchasing power	15	20	20	22	19	14	10	10	8	6	6	7	8
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY:													
Prices are low; good buys available	36%	33%	34%	35%	39%	39%	37%	42%	45%	36%	38%	37%	46%
Prices won't come down; are going higher	20	16	17	12	14	19	20	18	21	22	22	19	19
Interest rates low; credit is easy	2	2	4	7	11	17	16	8	13	14	12	12	13
BAD TIME TO BUY:													
Prices are high	16	18	16	13	12	11	11	14	6	8	7	10	6
Interest rates are high; credit is tight	24	26	27	17	14	7	6	6	5	6	6	6	5
Lack of purchasing power	14	16	17	20	18	11	7	7	4	3	4	5	6

Responses to the query: "Why do you say so?" following the question on Table 26.

+ : May add to more than 100% due to multiple mentions.

CHART 28 - RECENT CHANGES
BUYING CONDITIONS FOR HOUSES

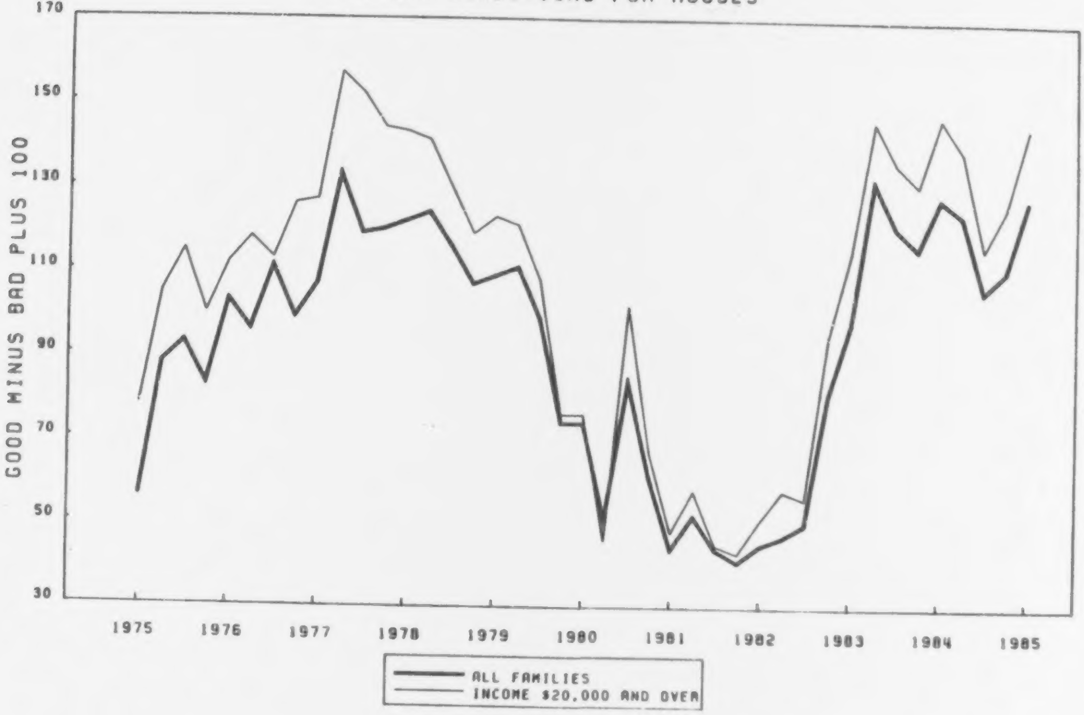


CHART 28 - HISTORICAL SERIES
BUYING CONDITIONS FOR HOUSES

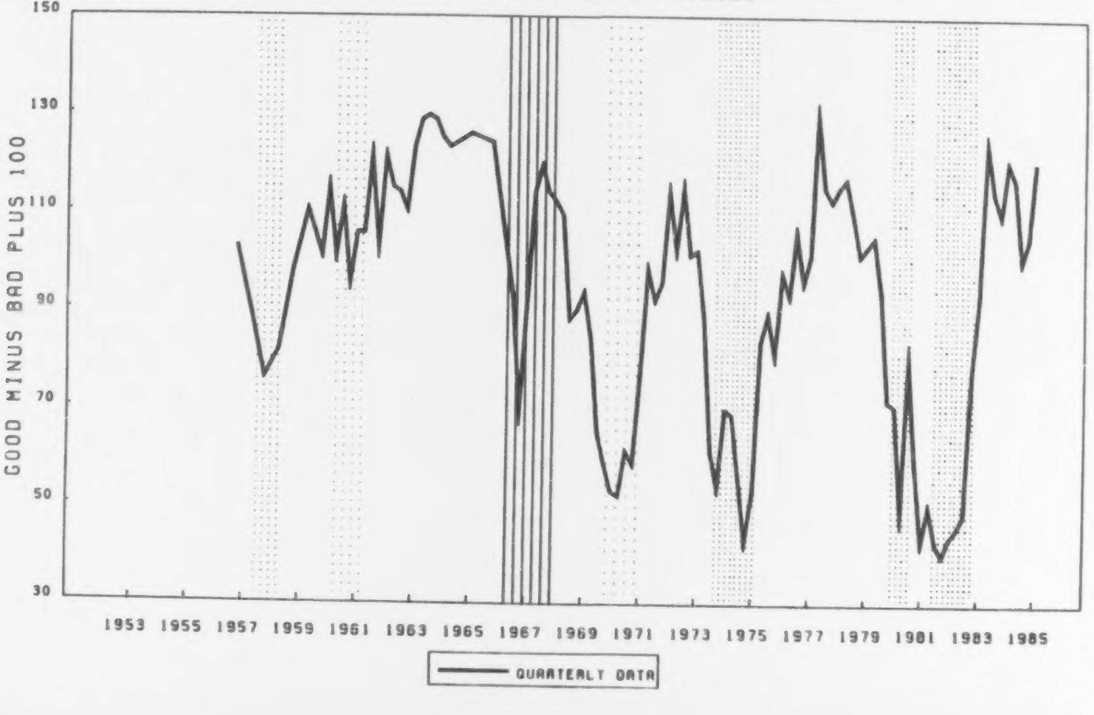


TABLE 28

BUYING CONDITIONS FOR HOUSES

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
GOOD TIME TO BUY	20%	20%	21%	38%	48%	64%	58%	55%	61%	59%	50%	53%	62%
UNCERTAIN, DEPENDS	6	7	8	5	2	4	4	6	5	5	6	5	4
BAD TIME TO BUY	74	73	71	57	50	32	38	39	34	36	44	42	34
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY	23%	25%	24%	45%	56%	72%	66%	63%	72%	68%	55%	61%	71%
UNCERTAIN, DEPENDS	6	7	7	5	2	2	4	4	4	3	5	4	3
BAD TIME TO BUY	71	68	69	50	42	26	30	33	24	29	40	35	26
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Generally speaking, do you think now is a good time or a bad time to buy a house?"

CHART 29A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

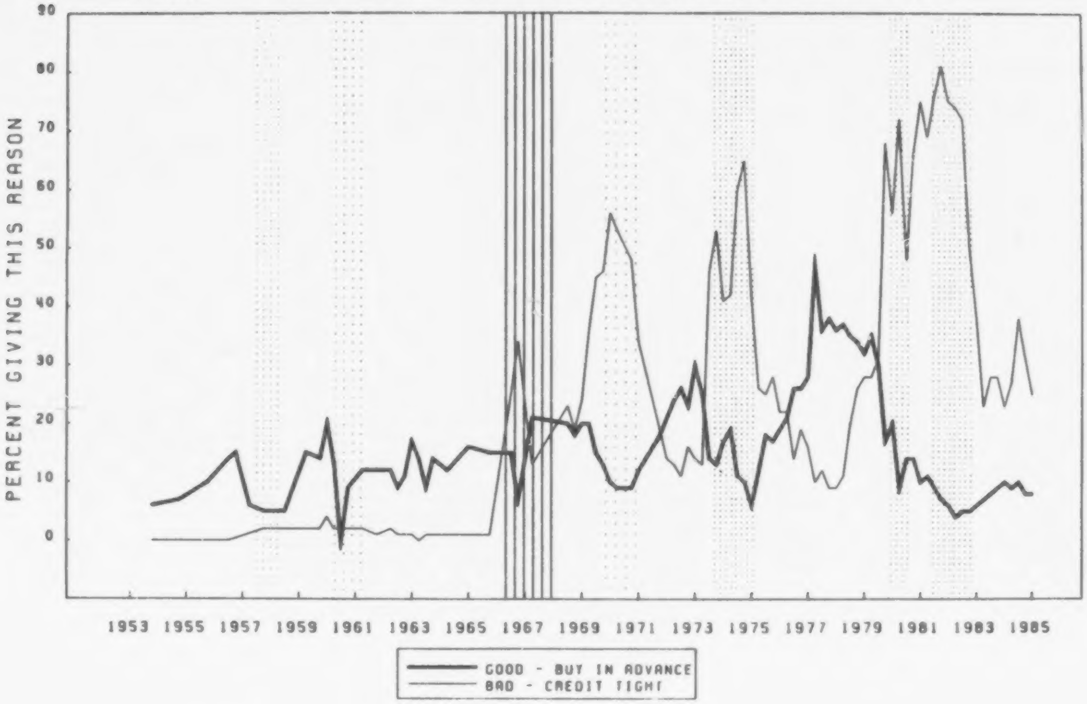


CHART 29B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

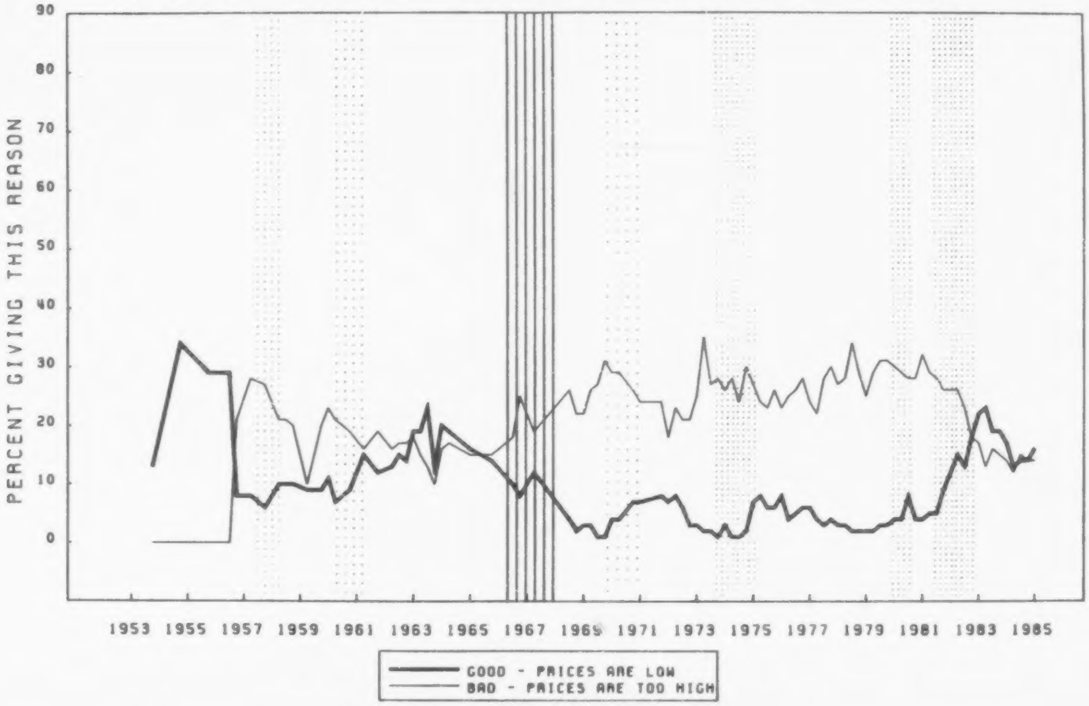


TABLE 29

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES +

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
GOOD TIME TO BUY:													
Prices are low; good buys available	12%	15%	13%	18%	22%	23%	19%	19%	17%	13%	14%	14%	16%
Prices won't come down; are going higher	6	4	5	5	6	7	8	9	10	9	10	8	8
Interest rates low; credit is easy	6	6	10	29	40	57	47	40	47	45	35	39	49
Good investment	5	5	3	4	4	5	6	6	7	6	5	6	6
BAD TIME TO BUY:													
Prices are high	26	26	23	18	17	13	16	15	14	12	15	14	14
Interest rates are high; credit is tight	75	74	72	50	38	23	28	28	23	27	38	31	25
Lack of purchasing power	21	21	23	23	22	14	13	15	11	11	11	12	11
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY:													
Prices are low; good buys available	17%	21%	19%	24%	27%	28%	23%	23%	21%	16%	17%	18%	21%
Prices won't come down; are going higher	6	6	4	5	7	8	9	9	10	12	12	9	9
Interest rates low; credit is easy	8	8	13	36	50	66	56	49	59	54	43	47	60
Good investment	4	5	3	5	5	5	7	6	9	8	6	6	7
BAD TIME TO BUY:													
Prices are high	23	23	18	16	13	9	12	13	11	10	12	11	11
Interest rates are high; credit is tight	80	73	77	48	37	21	27	26	19	26	38	31	22
Lack of purchasing power	15	17	18	16	16	9	10	9	5	7	8	7	7

Responses to the query: "Why do you say so?" following the question on Table 28.

+ : May add to more than 100% due to multiple mentions.

CHART 30 - RECENT CHANGES
BUYING CONDITIONS FOR CARS

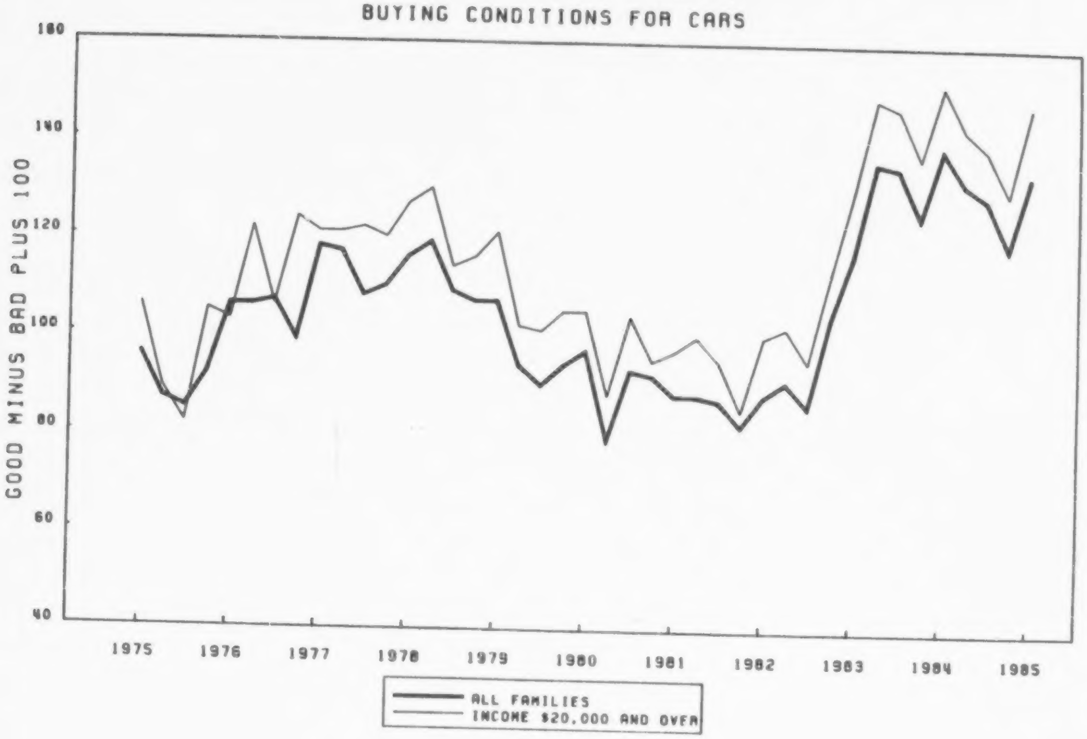


CHART 30 - HISTORICAL SERIES
BUYING CONDITIONS FOR CARS

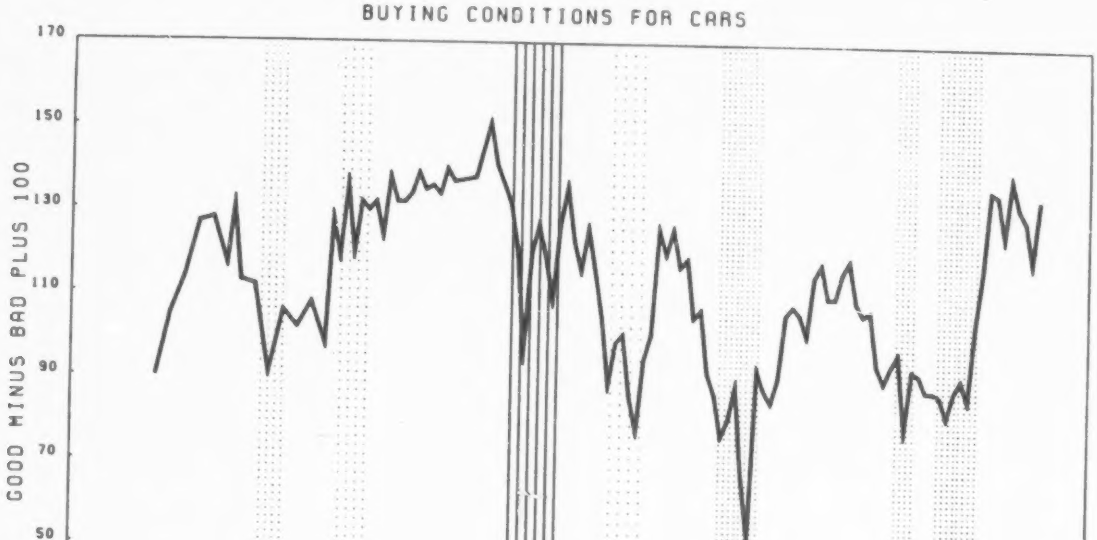


TABLE 30

BUYING CONDITIONS FOR CARS

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
GOOD TIME TO BUY	39%	41%	37%	47%	55%	65%	64%	58%	64%	61%	60%	55%	63%
UNCERTAIN; DEPENDS	10	9	11	9	7	6	7	9	11	10	9	10	8
BAD TIME TO BUY	51	50	52	44	38	29	29	33	25	29	31	35	29
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY	46%	48%	43%	53%	61%	72%	72%	65%	72%	68%	66%	61%	71%
UNCERTAIN; DEPENDS	8	6	9	8	8	5	4	7	7	7	7	7	5
BAD TIME TO BUY	46	46	48	39	31	23	24	28	21	25	27	32	24
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Speaking now of the automobile market--do you think the next 12 months or so will be a good time or a bad time to buy a car?"

CHART 31A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

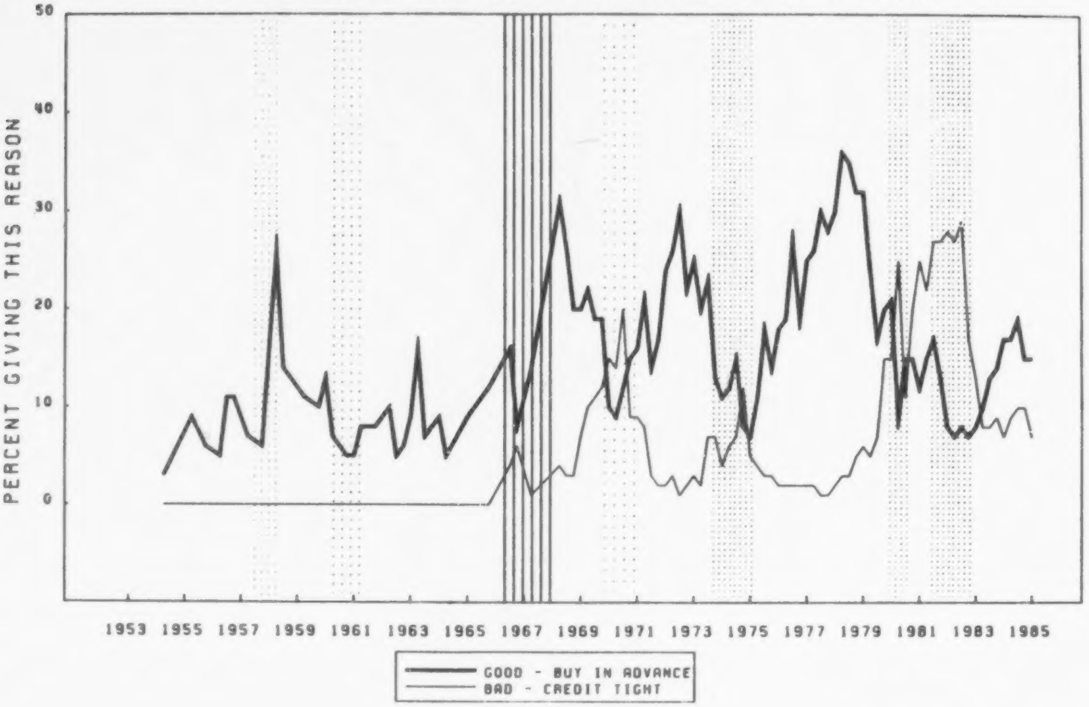


CHART 31B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

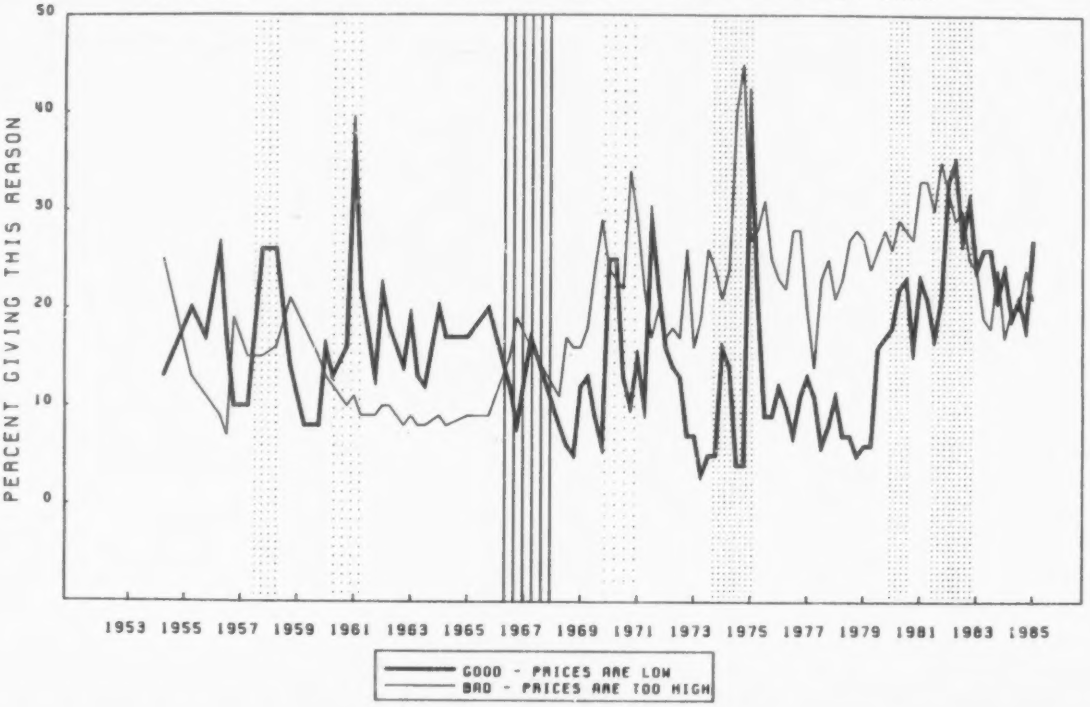


TABLE 31

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS +

	Jan- Mar. 1982	Apr- June 1982	Jul- Sept 1982	Oct- Dec. 1982	Jan- Mar. 1983	Apr- June 1983	Jul- Sept 1983	Oct- Dec. 1983	Jan- Mar. 1984	Apr- June 1984	Jul- Sept 1984	Oct- Dec. 1984	Jan- Mar. 1985
A. ALL FAMILIES													
GOOD TIME TO BUY:													
Prices are low; good buys available	33%	35%	27%	31%	24%	26%	26%	21%	24%	19%	21%	18%	27%
Prices won't come down; are going higher	8	7	8	7	8	10	13	14	17	17	19	15	15
Interest rates low; credit is easy	4	8	7	19	33	40	33	20	22	19	19	16	23
New fuel efficient models	2	1	1	1	2	1	2	2	1	2	1	1	1
BAD TIME TO BUY:													
Prices are high	32	29	30	25	24	19	18	24	17	20	20	24	21
Interest rates are high; credit is tight	28	27	29	17	13	8	8	9	7	9	10	10	7
Lack of purchasing power	14	12	13	14	11	7	7	6	4	4	5	7	6
Price of gas; shortages	2	1	1	1	*	1	*	*	*	*	*	*	*
Poor selection; quality	8	8	8	7	5	5	4	6	4	3	4	4	4
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY:													
Prices are low; good buys available	42%	41%	35%	34%	30%	30%	30%	24%	28%	21%	24%	21%	32%
Prices won't come down; are going higher	10	6	9	6	8	11	15	16	19	20	22	17	15
Interest rates low; credit is easy	5	11	10	25	39	46	41	24	28	24	23	19	31
New fuel efficient models	2	1	2	1	1	1	1	3	1	2	2	1	1
BAD TIME TO BUY:													
Prices are high	31	26	29	25	20	17	16	22	16	17	19	22	18
Interest rates are high; credit is tight	28	29	30	19	13	6	7	9	7	9	11	10	7
Lack of purchasing power	11	10	10	10	5	4	5	4	2	3	3	5	3
Price of gas; shortages	1	1	1	*	*	*	*	*	*	*	*	*	*
Poor selection; quality	7	8	8	7	6	4	4	5	3	3	3	4	4

Responses to the query: "Why do you say so?" following the question on Table 30.

+ : May add to more than 100% due to multiple mentions.

CHART 32 - RECENT CHANGES

PLANS TO PURCHASE AN AUTOMOBILE DURING THE NEXT 12 MONTHS

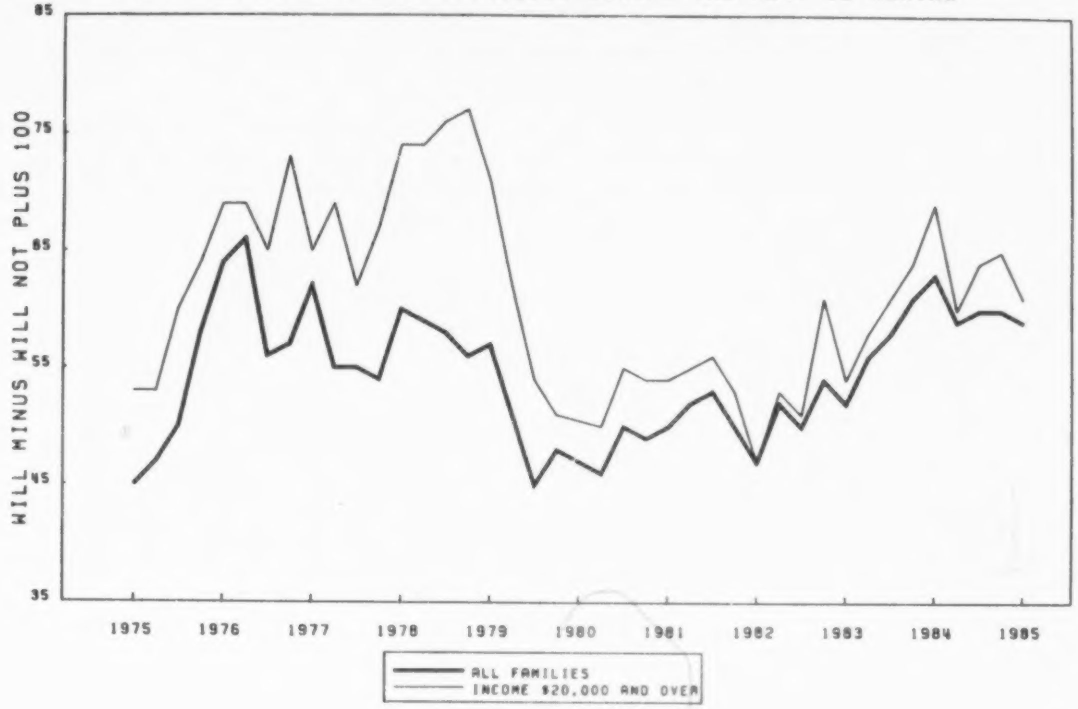


CHART 32 - HISTORICAL SERIES

PLANS TO PURCHASE AN AUTOMOBILE DURING THE NEXT 12 MONTHS

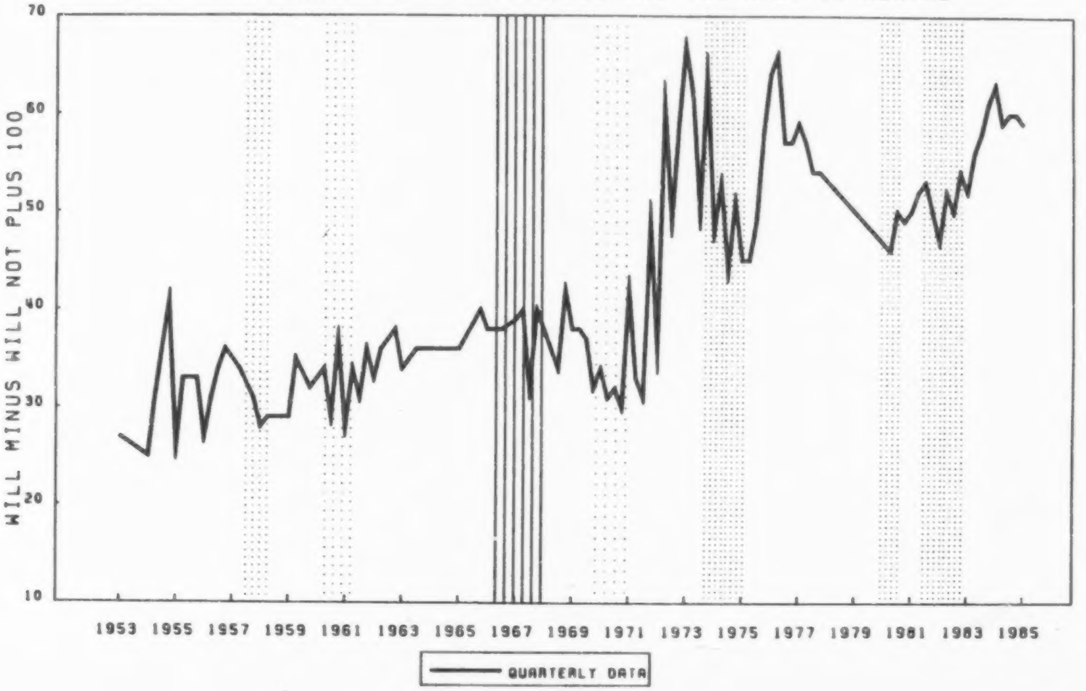


TABLE 32

PLANS TO PURCHASE AN AUTOMOBILE DURING THE NEXT 12 MONTHS

A. ALL FAMILIES

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
PROBABLY WILL BUY	16%	18%	16%	19%	17%	19%	20%	21%	22%	20%	21%	20%	19%
CHANCES ARE EVEN	7	7	7	8	8	8	7	9	9	9	8	9	9
PROBABLY WILL NOT BUY	68	66	67	65	65	62	62	60	59	61	61	61	61
DK,NA	9	9	10	8	10	11	11	10	10	10	10	10	11
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

B. FAMILIES WITH INCOMES OF $20,000 AND OVER

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
PROBABLY WILL BUY	19%	22%	21%	25%	22%	23%	25%	26%	29%	24%	26%	27%	25%
CHANCES ARE EVEN	7	7	7	8	8	9	8	9	10	9	8	9	9
PROBABLY WILL NOT BUY	72	69	70	64	68	65	64	62	59	63	62	62	63
DK,NA	2	2	2	3	2	3	3	3	2	4	4	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "What do you think are the chances that you (or anyone else in your family living there) will buy or lease a car during the next 12 months--would you say you probably will, probably will not, or are the chances about even, or what?"

TABLE 33

CURRENT VEHICLE PURCHASE INTENTIONS

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
PROPORTION WITH CURRENT PURCHASE INTENTIONS:	23%	25%	23%	27%	25%	27%	27%	30%	31%	29%	29%	29%	28%
PURCHASE TYPE:													
Buy new	10	11	11	12	12	13	13	17	15	15	14	14	15
Buy used	11	12	10	12	11	12	12	10	14	12	12	13	12
Lease	1	1	1	2	1	1	1	2	1	1	2	1	1
DK,NA	1	1	1	1	1	1	1	1	1	1	1	1	*
PURCHASE TIMING:													
Next 3 months	3	4	4	4	3	3	4	4	3	4	4	5	3
Next 4-6 months	6	6	5	6	6	8	6	6	9	8	6	6	8
Next 7-9 months	6	6	3	6	7	8	4	9	7	7	4	8	9
10 months or more	5	4	5	6	5	3	7	7	6	5	8	6	5
DK,NA	3	5	6	5	4	5	6	4	6	5	7	4	3
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
PROPORTION WITH CURRENT PURCHASE INTENTIONS:	26%	29%	28%	33%	30%	32%	33%	35%	39%	33%	34%	36%	34%
PURCHASE TYPE:													
Buy new	14	15	15	17	17	18	17	22	21	17	20	20	22
Buy used	10	11	11	13	11	12	13	10	15	13	11	13	10
Lease	1	2	1	2	1	1	2	2	2	2	2	2	2
DK,NA	1	1	1	1	1	1	1	1	1	1	1	1	*
PURCHASE TIMING:													
Next 3 months	3	3	5	4	3	4	5	5	5	5	5	7	5
Next 4-6 months	7	8	6	7	8	10	8	8	12	9	9	8	11
Next 7-9 months	7	8	5	8	7	8	4	10	10	9	5	10	11
10 months or more	5	5	6	8	7	4	10	8	7	5	9	8	5
DK,NA	4	5	6	6	5	6	6	4	5	5	6	3	2

If response was "PROBABLY WILL BUY" or "CHANCES ARE EVEN" in Table 32, then the questions were: "If you do buy or lease a car, would it be a new car, or a used car?" , "Would you buy or lease?" and "When do you think you might buy or lease a car?"

* : Less than half of one percent.

TABLE 34

FUTURE VEHICLE PURCHASE INTENTIONS

	Jan-Mar. 1982	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985
A. ALL FAMILIES													
PROPORTION WITH FUTURE PURCHASE INTENTIONS:	68%	66%	67%	65%	65%	62%	62%	60%	59%	61%	61%	61%	61%
PURCHASE TYPE:													
Would buy new	37	36	38	37	33	37	34	35	33	34	34	33	34
Would buy used	29	28	27	26	30	24	26	24	24	26	25	27	26
DK,NA	2	2	2	2	2	1	2	1	2	1	2	1	1
PURCHASE TIMING:													
Less than 2 years	7	5	5	6	7	7	8	6	7	7	6	7	8
2 years	22	22	21	22	20	22	22	20	19	21	21	21	19
3 years	11	12	12	10	10	11	9	10	9	9	10	10	10
4 years or more	21	19	20	18	21	18	17	18	17	17	16	16	18
Indefinite	2	2	3	3	2	1	2	1	3	2	3	2	2
DK,NA	5	6	6	6	5	3	4	5	4	5	5	5	4
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
PROPORTION WITH FUTURE PURCHASE INTENTIONS:	72%	69%	70%	64%	68%	65%	64%	62%	59%	63%	62%	62%	63%
PURCHASE TYPE:													
Would buy new	46	42	48	40	41	42	41	42	38	42	38	39	40
Would buy used	25	25	21	22	26	22	22	19	19	20	22	22	23
DK,NA	1	2	1	2	1	1	1	1	2	1	2	1	*
PURCHASE TIMING:													
Less than 2 years	10	7	5	7	8	8	9	6	8	7	7	6	8
2 years	25	26	25	24	25	24	26	23	21	24	24	25	23
3 years	13	14	15	11	11	12	10	12	11	10	11	11	12
4 years or more	21	17	19	17	21	18	16	17	16	18	17	17	18
Indefinite	1	1	2	2	1	1	1	1	1	1	1	1	1
DK,NA	2	4	4	3	2	2	2	3	2	3	2	2	1

If response was "PROBABLY WILL NOT BUY" in Table 32, then the questions were: "If you were to buy a car, would it be a new car or a used car? and "How long do you think it may be before will buy or lease a car?"

* : Less than half of one percent.

EXPLANATORY CHARTS

CHART 1 - RECENT CHANGES
THE INDEX OF CONSUMER SENTIMENT

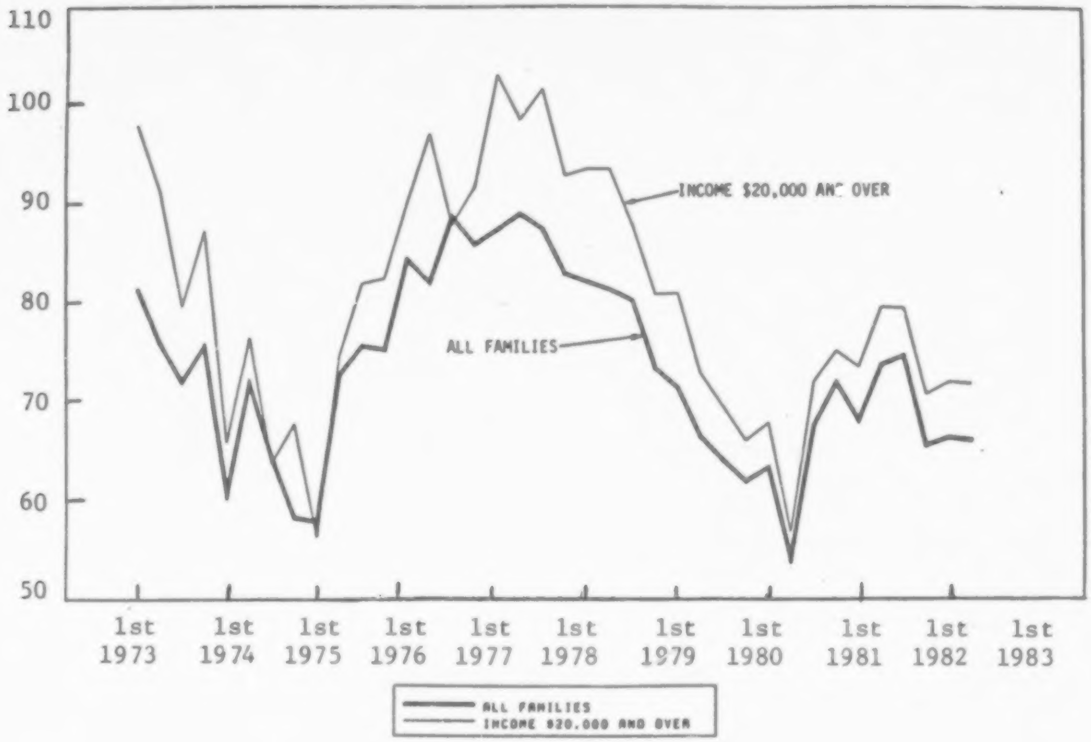
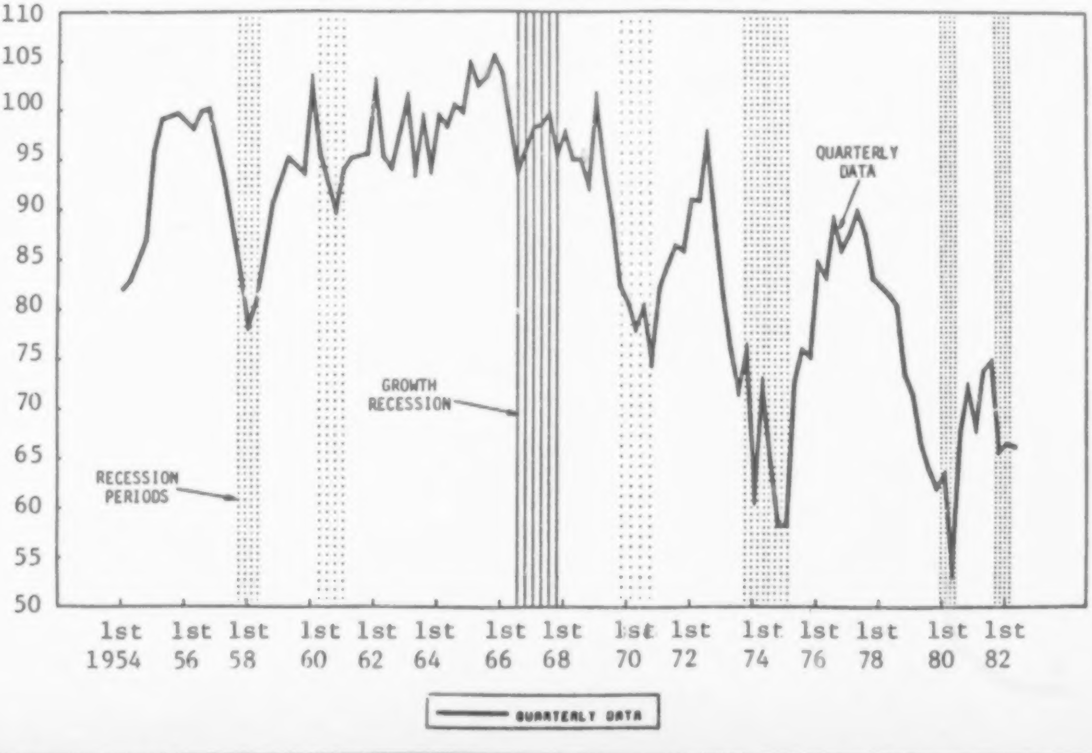


CHART 1 - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT



DESCRIPTION OF CHART LINES

ALL FAMILIES: Quarterly data for the total sample.

QUARTERLY DATA: Data collected by surveys conducted at three-month intervals before 1978, and collected in three monthly surveys per quarter from 1978 to the present.

TIME SCALE LABELS

Each tic mark on the time scale represents the first quarter of the indicated year.

NATIONAL BUREAU OF ECONOMIC RESEARCH, REFERENCE DATES FOR RECESSIONS

DATES:
November 1948 - October 1949
July 1953 - May 1954
August 1957 - April 1958
April 1960 - February 1961
June 1966 - November 1967*
December 1969 - November 1970
November 1973 - March 1975
January 1980 - July 1980
July 1981 - November 1982

Notes:

RECESSION PERIOD: Reduction in the national output of goods and services, generally lasting at least two quarters.

*GROWTH RECESSION: Retardation in the rate of growth of output and employment (usually followed by a recession and always the initial stage of a recession).

APPROXIMATE SAMPLING ERRORS[a] OF SURVEY FINDINGS

(In percentages by size of sample or subgroup)

Reported Percentages	Number of Interviews 700[b]	 1,400[c]	 2,100[d]
50	4.2	3.2	2.8
30 or 70	3.8	2.9	2.5
20 or 80	3.4	2.6	2.2
10 or 90	2.5	1.9	1.6
5 or 95	1.8	1.4	1.2

---

[a] The figures in this table represent two standard errors. Hence, for most items the chances are 95 in 100 that the value being estimated lies within a range equal to the reported percentages, plus or minus the sampling error.

[b] Average size of monthly surveys.

[c] Average size of two monthly surveys.

[d] Average size of three monthly surveys (one quarter).

U7475-1A

Surveys of Consumer Attitudes

Richard T. Curtin, *Director*

April 12, 1985

First Quarter Surveys
January-March 1985

OPTIMISM MAINTAINED

Page

Highlights 1

Spring Rebound in Buying Attitudes:
Price and Interest Rate Discounts Attract Buyers 2

Personal Financial Progress Slows 3

Tax Simplification 4

Slower Economic Growth Reduces Employment Prospects 5

ATTACHMENTS

January-March 1985 TABLES AND CHARTS

Monitoring Economic Change Program
Institute for Social Research • P.O. Box 1248 • Ann Arbor, Michigan 48106-1248 • (313) 763-5224

Spring Rebound in Buying Attitudes: Price and Interest Rate Discounts Attract Buyers

Attitudes toward buying conditions improved in the first quarter 1985 survey, and reestablished the record favorable levels recorded two years earlier. It was in the Spring of 1983 that attitudes toward buying conditions first reached record favorable levels. Following small declines during the balance of 1983, attitudes toward buying conditions rebounded to peak levels by the Spring of 1984. Small declines were again recorded in buying attitudes during the second half of 1984, only to again rebound to peak levels in early 1985. The major reason for the pattern of spring resurgences followed by declines later in the year has been changes in the availability of discounted prices and reduced interest rates.

The first quarter 1985 survey recorded the highest proportion of American families in more than thirty years to hold favorable attitudes toward buying conditions for large household durables. Favorable buying attitudes were held by 74 percent of all families in the first quarter 1985 survey, up from 68 percent one quarter earlier, and above the 71 percent recorded at the start of 1984. The maintenance of buying attitudes at record levels for more than a year has been due to favorable perceptions of market prices for large household durables. The availability of discounted prices was reported by 41 percent of all families in the first quarter 1985 survey, the highest level ever recorded. These reports of price discounts rose from 30 percent at year-end 1984, and were just above the 40 percent recorded in the first quarter of 1984—the prior peak.

Favorable attitudes toward buying conditions for vehicles were held by 63 percent of all families in the first quarter 1985 survey, up from 59 percent in the fourth quarter of 1984, and just below the 64 percent recorded one year earlier. The availability of discounted vehicle prices was mentioned by 27 percent of all families in the first quarter 1985 survey, up from 18 percent one quarter earlier, and 24 percent one year earlier. In addition to more favorable perceptions of vehicle prices, the availability of lower interest rates on vehicle loans has also attracted buyers. References to the availability of lower interest rates on vehicle loans were made by 23 percent of all families in the first quarter 1985 survey, up from 16 percent one quarter earlier, while complaints about high interest rates fell to 7 percent from 10 percent one quarter earlier. The recent quarterly increase in references to lower interest rates was especially strong among households with above median income (rising to 30 from 19 percent).

Favorable attitudes toward buying conditions for homes were held by 62 percent of all families in the first quarter 1985 survey, up from 53 percent one quarter earlier, and just above the 61 percent recorded one year earlier. This recent improvement nearly reestablishes the cyclical peak of 64 percent recorded in the Spring of 1983. The major factor behind the revival has been recent declines in interest rates. The availability of lower mortgage interest rates was mentioned by 41 percent of all families in the first quarter 1985 survey, up from 30 percent one quarter earlier and 36 percent one year earlier (see Table A). This increase in reports of lower mortgage rates was concentrated among households with above median income, rising to 60 from 47 percent. Complaints about high mortgage rates were made by 25 percent of all families in the first quarter survey, down from 38 percent six months earlier, and just above the 23 percent recorded one year earlier.

Interest rate expectations improved substantially over mid 1984 level, offsetting the entire deterioration recorded last year. Among all families in the first quarter 1985 survey, 39 percent expected interest rate increases during the year ahead, down from 55 percent recorded six months earlier, and just below the 40 percent recorded one year earlier. Declines in interest rates were expected by 24 percent of all families in the first quarter survey, up from 17 percent one year earlier.

Personal Financial Progress Slows

The pace of improvement in the financial situation of American families slowed by the start of 1985, but nonetheless remained very favorable. Among all families in the first quarter 1985 survey, 41 percent reported that their financial situation had improved during the past year, just below the 44 percent recorded one quarter earlier, and the 45 percent recorded one year earlier. Financial reversals during the past year were reported by 26 percent of all families in the first quarter 1985 survey, unchanged from one quarter earlier, and just above the 25 percent recorded one year earlier. Among families with incomes of $20,000 or more, the first quarter 1985 survey marked the fifth consecutive quarter in which a majority reported an annual improvement in their financial situation (54 percent). The maintenance of these improved financial evaluations was due to favorable income trends during the past year, as well as the continued low rates of inflation. Among all families in the first quarter 1985 survey, 33 percent reported that their income had increased during the past year, just below the 35 percent recorded in both the quarter and year earlier surveys. Declines in family income were reported by 16 percent of all families in the first quarter survey, just below the 17 percent recorded both one quarter and one year earlier. Reports of overall increases in income have outnumbered reports of overall declines by a margin of two-to-one among all families (three-to-one among high income families) for more than a year.

Fewer families expected their financial situation to improve during the year ahead at the start of 1985 than at the start of 1984. Nonetheless, few families expected actual financial reversals at the start of either year, with improvement nearly three times more frequently expected. The majority of families expected their financial situation to remain the same on balance during the year ahead. Given the favorable financial progress reported by families during the past year, this expected maintenance of their improved financial situation represents a favorable outlook. Among all families in the first quarter 1985 survey, 35 percent expected their financial situation to improve, down from 38 percent in the fourth quarter of 1984, and 41 percent in the first quarter of 1984. Financial reversals during the year ahead were expected by just 12 percent of all families in the first quarter of 1985, just above the 11 percent recorded one quarter earlier, and the 10 percent recorded one year earlier. Income increases were expected by 56 percent of all families in the first quarter 1985 survey, down from 64 percent one year earlier. During the past year, the proportion of families that expected their nominal income to remain unchanged rose slightly, from 25 to 27 percent, while expected declines in family income rose from 9 to 16 percent.

Tax Simplification

In the January and February 1985 surveys, respondents were asked whether they expected Congress to adopt reforms in the personal income tax codes, so as to eliminate deductions and lower tax rates. Among all families, 42 percent expected passage of this tax reform legislation, compared with 48 percent that did not expect passage. Respondents were also asked whether they expected to be personally better or worse off financially if Congress did enact this type of tax reform. The majority of families (56 percent) expected this type of simplification in the tax law to have no net effect on their financial situation (Table B). An improved personal financial situation as a result of the tax reform was expected by 20 percent of all families, just above the 18 percent that expected a worsened financial situation. Interestingly, whether families expected passage or not, approximately the same impact on their own financial situation was expected (Table C).

Slower Economic Growth Reduces Employment Prospects

The majority of families have favorably rated the annual progress made by the national economy in each quarterly survey for nearly two years. Among all families in the first quarter 1985 survey, 58 percent thought that the national economy had improved during the past year, down from 64 percent one quarter earlier, and below the cyclical peak of 71 percent recorded one year earlier.

Despite these favorable annual assessments, recognition of more recent favorable economic developments has waned—in part due to habituation to news of the ongoing expansion, and in part due to the slowing pace of economic growth. By the start of 1985, the mix of economic news reaching consumers was no longer dominated by favorable developments, for the first time in two years. In the first quarter 1985 survey as many families reported that they had recently heard of unfavorable economic developments as reported hearing of favorable developments—43 percent. This stands in sharp contrast to the start of 1984, when more than twice as many families reported favorable as unfavorable developments (67 versus 30 percent). This shift in the mix of news heard and recalled by consumers has focused on changing job prospects. During the past year, references to news reports of increases in employment fell from 26 percent to 14 percent, while news of increases in unemployment rose to 19 from 12 percent.

Consumers expect a continued modest growth rate for the national economy during the year ahead, but nonetheless favorable economic conditions. Among all families in the first quarter 1985 survey, 30 percent expected the national economy to improve during the upcoming year, down from 41 percent one year earlier, and the all-time peak of 52 percent recorded nearly two years earlier. The expectation that the national economy would suffer overall reversals during the year ahead was not very widespread at the start of 1985 (15 percent). Rather than renewed declines, the majority of consumers in the first quarter 1985 survey (53 percent) expected the relative performance of the economy to remain similar to last year.

Despite the slowdown in the rate of economic growth, the majority of families have for nearly two years expected good overall economic conditions. In the first quarter 1985 survey, 62 percent of all families expected good times financially in the economy as a whole, up from 59 percent one quarter earlier, although below the cyclical peak of 69 percent recorded one year earlier. Longer term economic prospects also remained favorable at the start of 1985, although somewhat lower than at the 1984 cyclical peak (46 percent). Among all families, 41 percent expected good times financially in the national economy over the next five years at the start of 1985, just below the 44 percent recorded one year earlier.

The outlook for slower but continued economic growth is based on the expectation of no further reductions in the unemployment rate, but continued low rates of inflation. Consumers expected the annual rate of inflation to average 4.4% in the first quarter 1985 survey, down from the 5.1% recorded both one quarter and one year earlier. Among all families that expected price increases, two-thirds expected an inflation rate of 5.0% or less during the upcoming year.

The proportion of families that expected declines in the unemployment rate reached its cyclical peak in the second quarter of 1983, and since then the proportion has steadily declined. By the start of 1985, 21 percent of all families expected unemployment to decline during the year ahead, down from 35 percent one year earlier, and the 1983 cyclical peak of 40 percent. Increases in unemployment were expected by 27 percent of all families in the first quarter 1985 survey, up from 15 percent one year earlier, and the low of 15 percent recorded in 1983. Importantly, the majority of consumers in each of the past four quarterly surveys expected the unemployment rate to remain at about its current level during the year ahead.

Confidence in government economic policies to control inflation and unemployment remained at very favorable levels at the start of 1985. Among all families, 33 percent favorably rated economic policies, unchanged from one and two quarters earlier.

• • •

The first quarter 1985 survey included 1948 completed interviews conducted between January 2, 1985 and March 29, 1985.

TABLE A

REFERENCES TO INTEREST RATES IN SUPPORT OF FAVORABLE BUYING CONDITIONS

	Durables		Houses		Vehicles	
Survey Date	Low Rates	BiA Rates	Low Rates	BiA Rates	Low Rates	BiA Rates
1980:1	1	3	2	7	1	2
1980:2	1	2	6	3	2	1
1980:3	3	2	16	9	2	1
1980:4	1	2	3	8	1	2
1981:1	1	1	1	4	2	1
1981:2	*	2	3	4	2	1
1981:3	1	1	3	4	3	1
1981:4	1	1	2	2	4	*
1982:1	1	1	4	3	3	1
1982:2	1	1	4	2	8	1
1982:3	2	1	7	3	6	1
1982:4	5	1	25	5	18	1
1983:1	7	1	35	5	31	1
1983:2	12	2	48	9	38	2
1983:3	11	2	36	11	30	3
1983:4	6	1	29	10	18	2
1984:1	8	2	36	11	19	3
1984:2	7	5	25	20	14	6
1984:3	6	3	22	14	13	6
1984:4	8	3	30	9	12	3
1985:1	9	2	41	8	22	2

NOTE: The proportions given above provide greater detail than is reported in the quarterly tables (see Tables 27, 29, and 31). The quarterly tables report the total proportion of respondents that made favorable references to credit conditions. The figures above divide this total into those respondents that referred to the current availability of low interest rates, and those that referred to borrowing-in-advance of rising interest rates.

TABLE B

TAX SIMPLIFICATION PROPOSAL: EXPECTED PASSAGE AND IMPACT ON PERSONAL FINANCES

(First Quarter 1985)

Expect Passage of Tax proposal?	
Yes	42%
No	48
Don't know	6
NA	4
Total	100%
Cases	1295
Expected Impact on Personal Finances	
Better off	20%
Same; no difference	56
Worse off	18
Don't know	3
NA	3
Total	100%
Cases	1295

The questions were: "Lately there has been a lot of talk about changing the way federal income taxes are figured for individual taxpayers, so as to eliminate deductions and lower tax rates. Do you expect Congress to make this type of change in the tax laws?" and "Do you think that you (and your family living there) will be better off or worse off financially if Congress makes this change in the tax laws, or won't it make much difference to your financial situation?"

TABLE C

RELATIONSHIP BETWEEN EXPECTED PASSAGE AND EXPECTED IMPACT OF TAX SIMPLIFICATION PROPOSAL

(First Quarter 1985)

	Tax Simplification Proposal	
Expected Impact on Personal Finances	Expect Passage	Do Not Expect Passage
Better off	22%	22%
Same; no difference	56	59
Worse off	20	17
Don't know	2	2
NA	*	*
Total	00%	100%
Cases	540	623

7/17/85

47475-1A

SURVEYS OF CONSUMER ATTITUDES

MONITORING ECONOMIC CHANGE PROGRAM

SURVEY RESEARCH CENTER
UNIVERSITY OF MICHIGAN

Institute for Social Research

TABLES AND CHARTS

JUNE 1985

The June 1985 survey is the 201st in a series of surveys of consumer attitudes conducted by the Survey Research Center at The University of Michigan. Initiated in 1946, these periodic surveys provide regular assessments of consumer attitudes and expectations, and are used to evaluate economic trends and prospects. The surveys are designed to explore why changes in consumer attitudes and expectations occur, and how these changes influence consumer spending and saving decisions.

Two charts highlight recent changes and historical patterns for most questions. Both recent change charts and historical series charts include quarterly data before 1978, and 3 month averages starting in January of 1978. See the explanatory charts at the end of this book for a detailed description.

All surveys are subject to sampling error because not all members of the population are interviewed. Most results on the total sample for this monthly survey will differ by no more than 4 percentage points in either direction from what would have been obtained by using the same methods on the entire population. See the back of this book for sampling error information.

(C) The University of Michigan, 1985

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CHART 1 - RECENT CHANGES
THE INDEX OF CONSUMER SENTIMENT

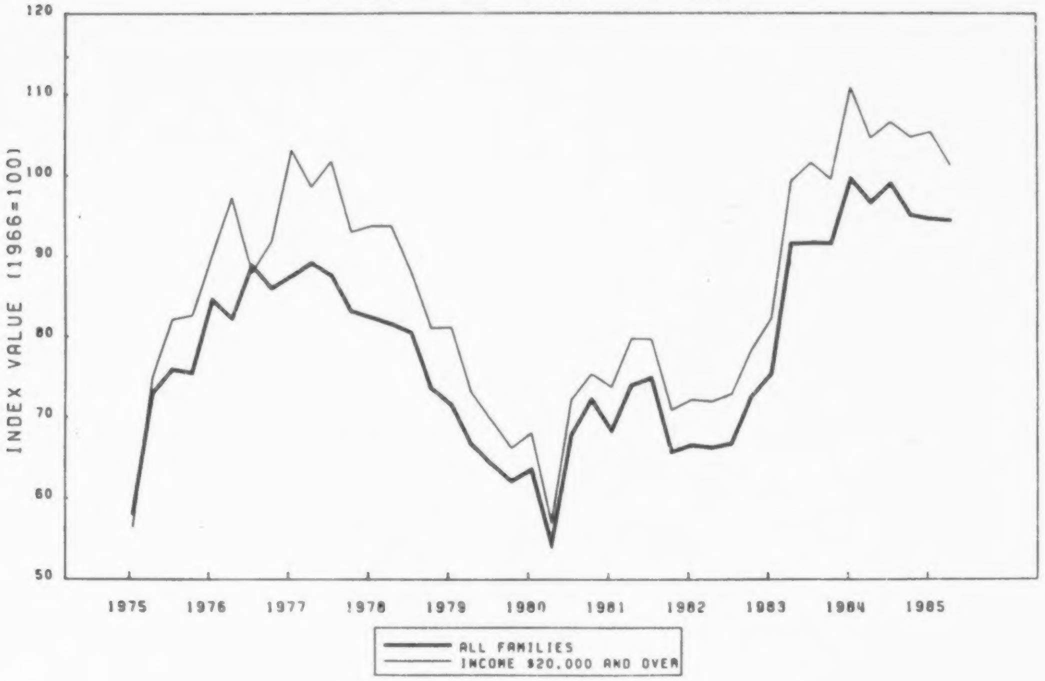

CHART 1 - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT

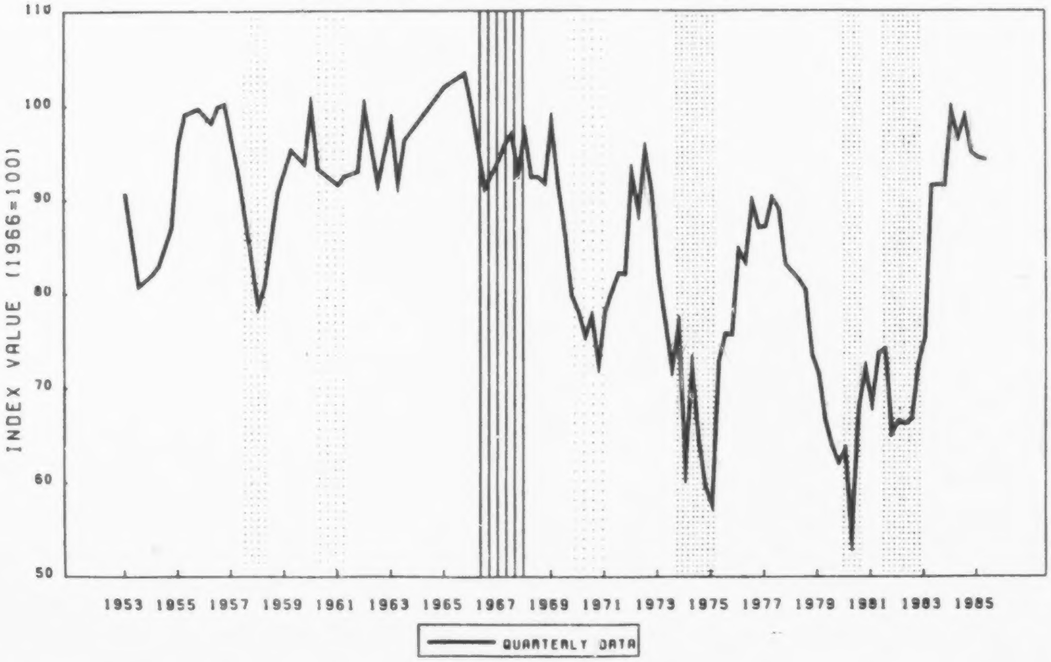

TABLE 1

THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY	All families	Families with incomes over $20,000	Families with incomes over $25,000
Apr.-June 1978	81.5	91.4	92.5
July-Sep. 1978	80.4	88.0	88.3
Oct.-Dec. 1978	73.5	81.0	83.0
Jan.-Mar. 1979	71.5	81.1	81.7
Apr.-June 1979	66.6	73.0	75.5
July-Sep. 1979	63.9	69.6	71.2
Oct.-Dec. 1979	62.1	66.7	69.5
Jan.-Mar. 1980	63.5	68.0	69.6
Apr.-June 1980	54.4	57.0	58.1
July-Sep. 1980	67.8	72.2	73.3
Oct.-Dec. 1980	72.1	75.3	78.3
Jan.-Mar. 1981	68.3	73.7	76.1
Apr.-June 1981	73.9	79.7	82.0
July-Sep. 1981	74.8	79.6	80.1
Oct.-Dec. 1981	65.7	70.9	71.8
Jan.-Mar. 1982	66.5	72.1	72.8
Apr.-June 1982	66.2	71.9	73.6
July-Sep. 1982	66.7	72.8	74.6
Oct.-Dec. 1982	72.5	78.3	80.8
Jan.-Mar. 1983	75.3	82.2	83.0
Apr.-June 1983	91.5	99.3	100.8
July-Sep. 1983	91.6	101.5	104.1
Oct.-Dec. 1983	91.5	99.5	101.7
Jan.-Mar. 1984	99.5	110.8	113.2
Apr.-June 1984	96.6	104.6	105.7
July-Sep. 1984	98.9	106.5	107.9
Oct.-Dec. 1984	95.0	104.7	106.3
Jan.-Mar. 1985	94.5	105.3	107.6
Apr.-June 1985	94.3	101.2	104.2

CHART 2A - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT WITHIN REGION SUBGROUPS

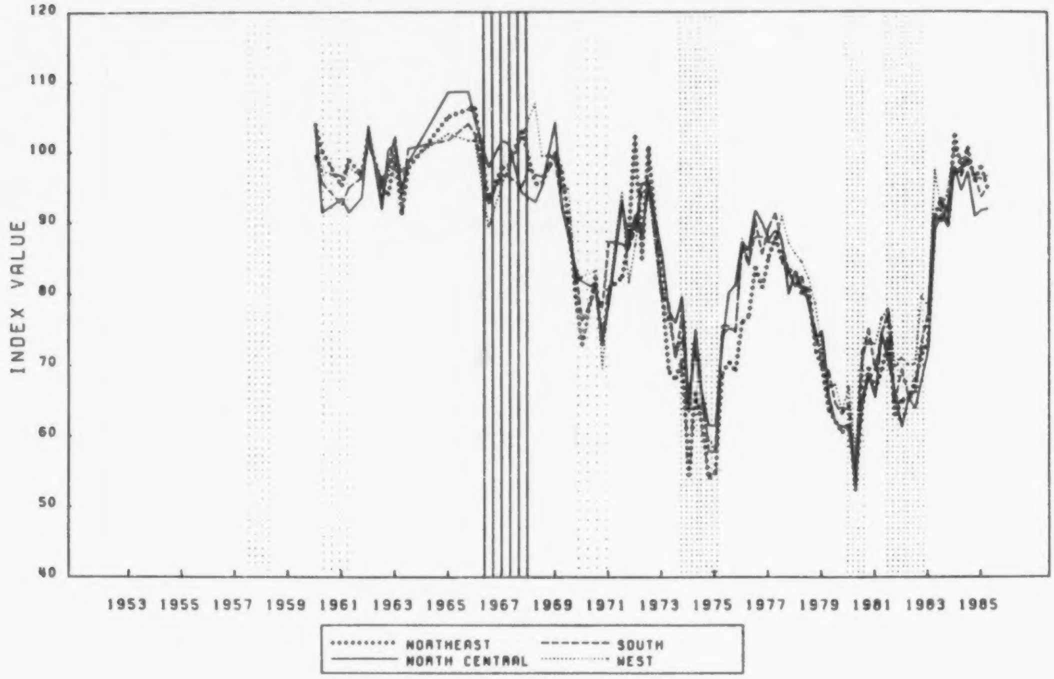

CHART 2B - HISTORICAL SERIES
INDEX OF CONSUMER SENTIMENT WITHIN AGE GROUPS

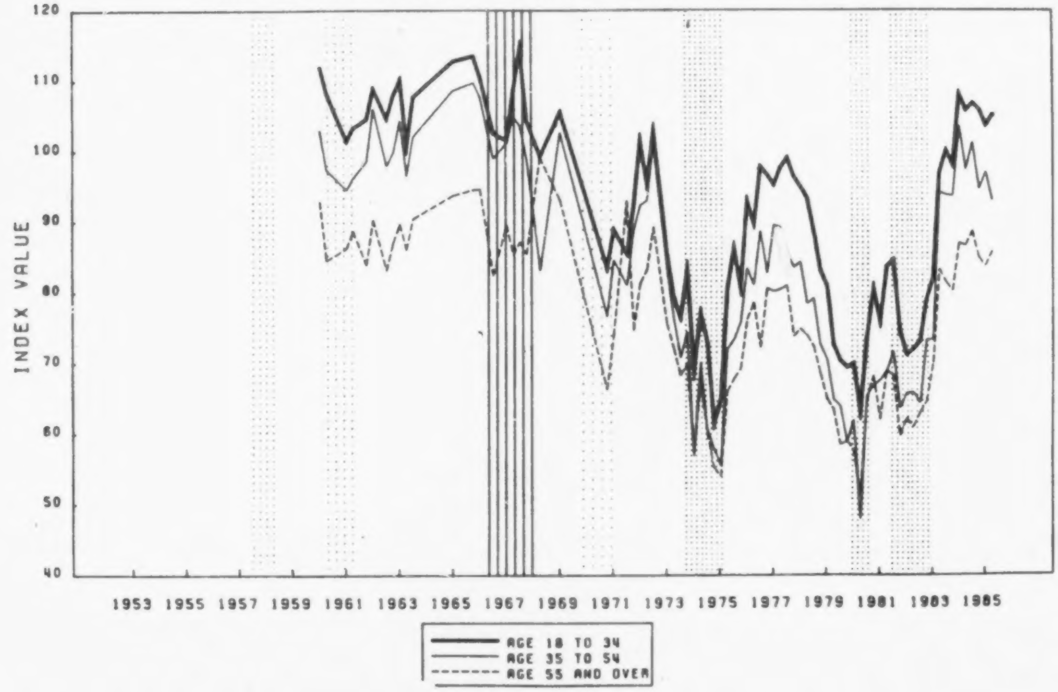

TABLE 2

INDEX OF CONSUMER SENTIMENT WITHIN REGION AND AGE SUBGROUPS

DATE OF SURVEY	CENSUS REGION				AGE OF RESPONDENT		
	North East	North Central	South	West	18-34	35-54	55+
Apr.-June 1978	79.6	80.7	81.8	84.4	92.9	78.1	73.6
July-Sep. 1978	81.4	78.8	78.9	84.3	88.9	79.8	73.1
Oct.-Dec. 1978	71.3	72.9	74.0	77.0	81.6	71.3	67.8
Jan.-Mar. 1979	69.0	74.5	70.3	71.8	80.5	70.0	64.7
Apr.-June 1979	63.3	65.7	69.3	66.9	72.4	64.9	63.3
July-Sep. 1979	62.1	62.1	64.4	67.4	70.4	63.9	58.5
Oct.-Dec. 1979	60.3	61.3	63.2	63.3	69.5	58.7	58.9
Jan.-Mar. 1980	61.6	61.1	64.6	67.1	70.4	61.7	57.6
Apr.-June 1980	53.3	55.6	52.1	57.3	63.1	47.9	51.1
July-Sep. 1980	63.7	64.3	70.3	72.1	73.5	65.4	64.7
Oct.-Dec. 1980	69.7	68.8	75.2	73.2	80.5	66.8	68.1
Jan.-Mar. 1981	66.4	65.4	69.2	73.0	75.7	67.5	62.0
Apr.-June 1981	69.3	74.4	74.6	76.7	83.6	68.8	68.8
July-Sep. 1981	73.7	70.7	77.4	78.0	84.5	71.5	68.2
Oct.-Dec. 1981	62.9	66.0	64.8	69.8	74.3	63.6	59.7
Jan.-Mar. 1982	65.1	61.2	69.5	71.1	71.2	65.7	62.1
Apr.-June 1982	65.0	65.4	65.5	70.0	71.9	65.8	60.9
July-Sep. 1982	67.8	63.9	66.2	70.2	73.0	64.3	62.9
Oct.-Dec. 1982	71.5	68.0	73.3	79.7	78.9	73.2	64.5
Jan.-Mar. 1983	73.3	72.2	77.4	78.1	81.9	73.3	70.0
Apr.-June 1983	90.8	89.1	91.0	97.5	96.9	94.0	83.1
July-Sep. 1983	93.5	91.2	90.2	91.6	100.0	93.7	81.3
Oct.-Dec. 1983	89.7	89.4	92.7	94.7	97.9	95.3	80.1
Jan.-Mar. 1984	102.6	97.9	97.7	100.7	108.0	103.4	86.8
Apr.-June 1984	97.1	94.6	96.6	99.0	105.7	97.3	86.5
July-Sep. 1984	100.8	97.3	99.2	98.2	106.7	101.1	88.5
Oct.-Dec. 1984	95.9	91.0	96.6	96.6	105.8	94.5	84.8
Jan.-Mar. 1985	98.1	91.8	93.7	96.2	103.6	96.9	83.6
Apr.-June 1985	94.8	92.0	95.2	96.7	105.0	92.9	85.6

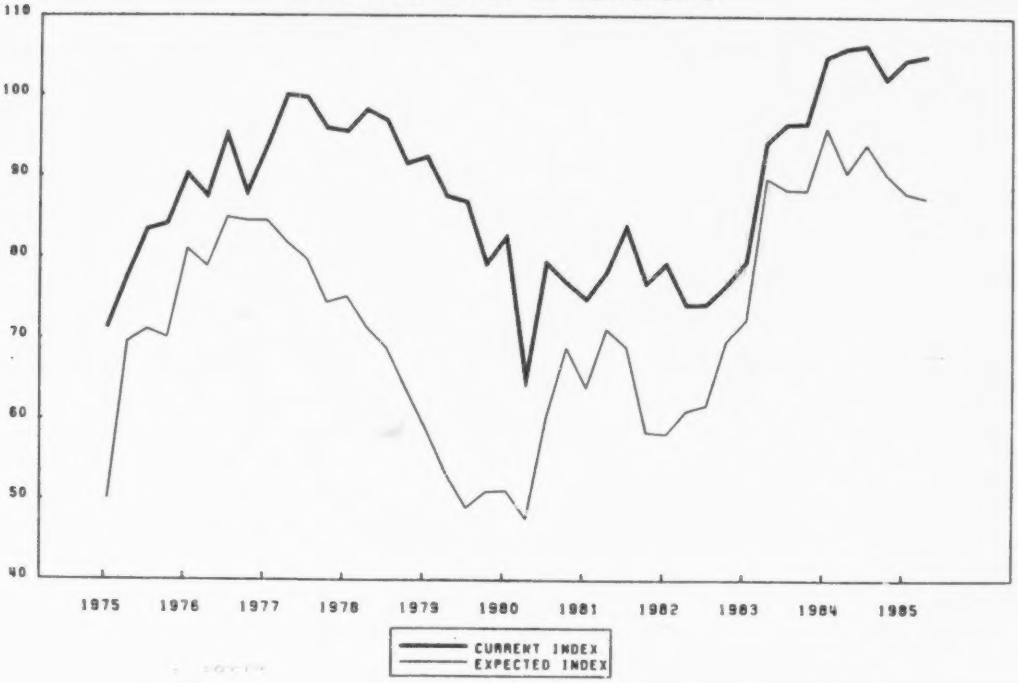

CHART 3 - RECENT CHANGES
CURRENT AND EXPECTED COMPONENTS

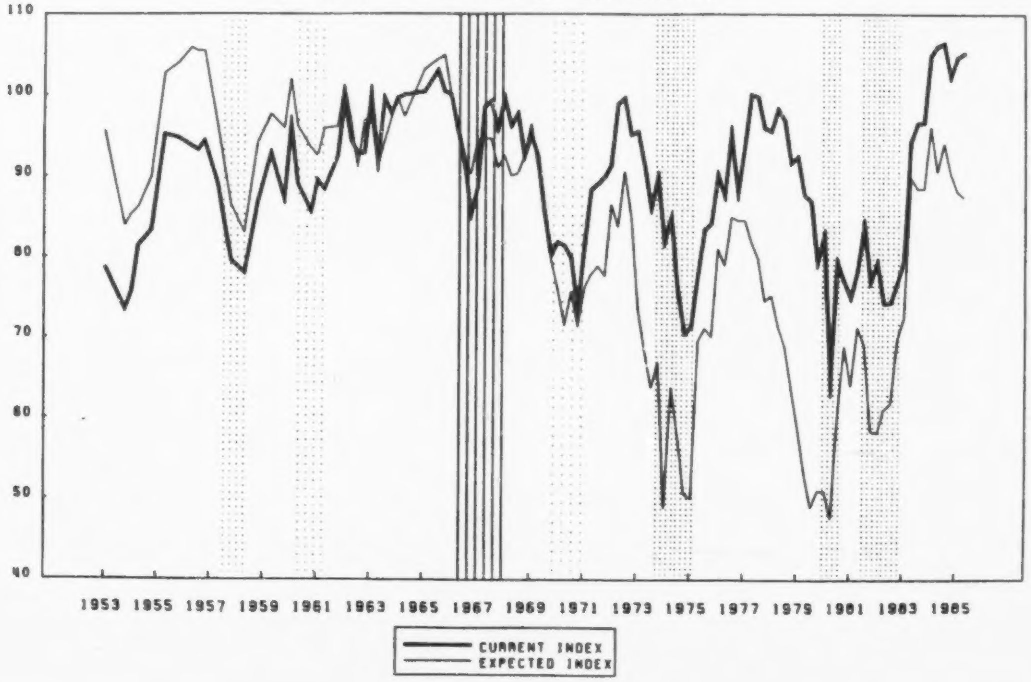

CHART 3 - HISTORICAL SERIES
CURRENT AND EXPECTED COMPONENTS

TABLE 3

COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT

	INDEX COMPONENTS +						
	Personal finances		Business conditions				
DATE OF SURVEY	Current (1)	Expected (2)	12 months (3)	5 years (4)	Buying conds. (5)	Current Index (1,5)	Expected Index (2,3,4)
Apr.-June 1978	105	108	98	74	147	98.2	70.7
July-Sep. 1978	106	111	94	70	144	97.2	69.6
Oct.-Dec. 1978	99	102	79	66	132	90.2	62.8
Jan.-Mar. 1979	98	99	68	61	138	92.2	58.1
Apr.-June 1979	89	92	58	57	135	87.6	53.2
July-Sep. 1979	92	96	48	46	131	87.0	49.0
Oct.-Dec. 1979	84	98	50	51	119	79.4	51.0
Jan.-Mar. 1980	86	99	50	49	126	82.6	51.1
Apr.-June 1980	77	98	35	51	88	65.0	47.6
July-Sep. 1980	91	111	64	62	111	79.4	60.3
Oct.-Dec. 1980	83	109	81	83	113	77.0	68.9
Jan.-Mar. 1981	82	106	70	75	109	74.9	64.0
Apr.-June 1981	88	114	89	79	112	78.2	71.2
July-Sep. 1981	98	115	84	74	117	83.8	69.0
Oct.-Dec. 1981	91	110	59	61	106	76.9	58.4
Jan.-Mar. 1982	91	111	55	65	114	79.3	58.2
Apr.-June 1982	91	113	61	69	100	74.2	61.1
July-Sep. 1982	89	113	64	69	102	74.3	61.8
Oct.-Dec. 1982	90	119	77	83	107	76.7	69.8
Jan.-Mar. 1983	91	119	92	78	114	79.6	72.4
Apr.-June 1983	106	132	131	99	137	94.2	89.8
July-Sep. 1983	109	125	130	100	141	96.5	88.4
Oct.-Dec. 1983	113	125	131	99	137	96.6	88.3
Jan.-Mar. 1984	119	131	146	109	153	104.9	96.0
Apr.-June 1984	121	126	133	106	154	106.0	90.5
July-Sep. 1984	122	128	137	113	153	106.4	94.0
Oct.-Dec. 1984	119	127	132	104	146	102.2	90.3
Jan.-Mar. 1985	115	122	133	99	156	104.6	88.0
Apr.-June 1985	116	125	127	99	157	105.1	87.4

(1) : See Table 4.
(2) : See Table 6.
(3) : See Table 18.
(4) : See Table 19.
(5) : See Table 26.

+ : Percent saying "GOOD TIMES" (or "BETTER"), minus percent saying "BAD TIMES" (or "WORSE"), plus 100.

CHART 4 - RECENT CHANGES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

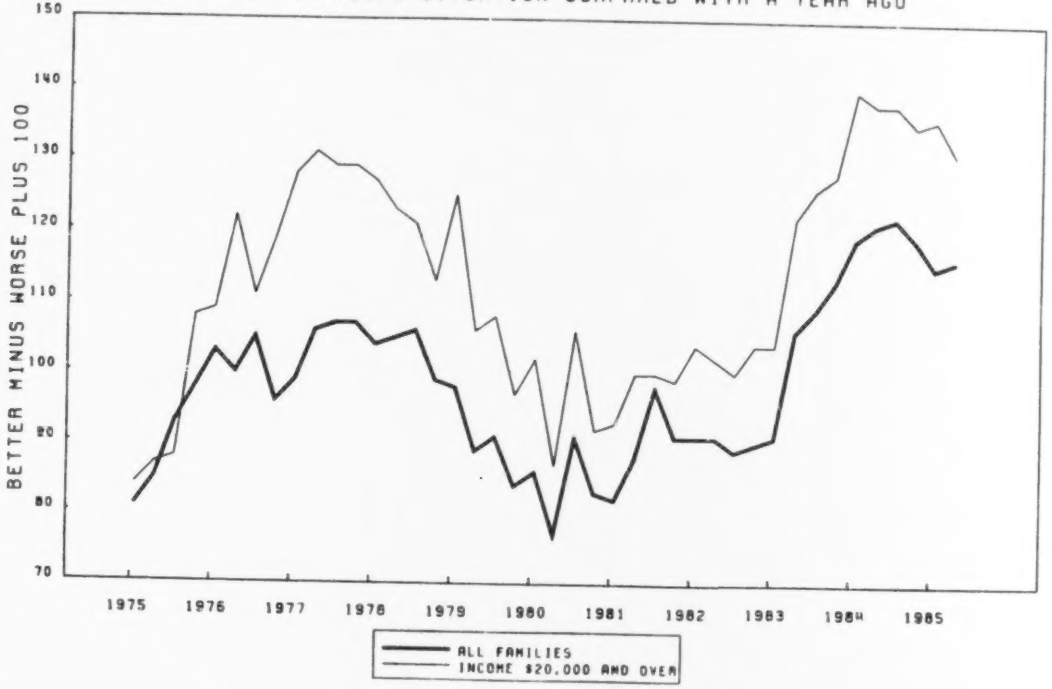

CHART 4 - HISTORICAL SERIES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

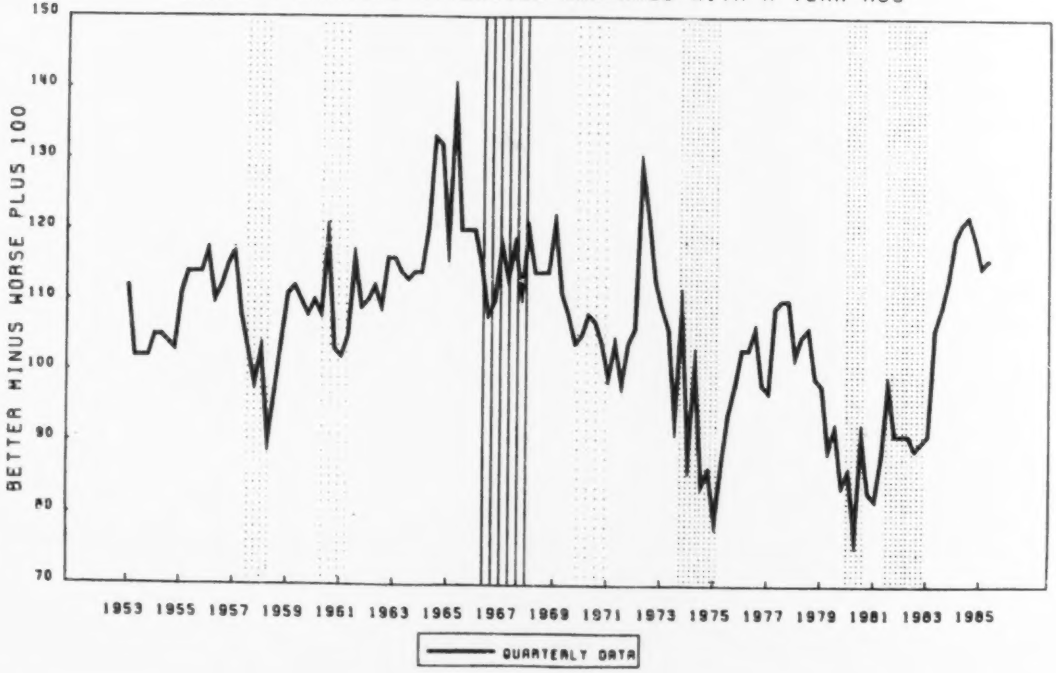

TABLE 4

CURRENT FINANCIAL SITUATION COMPARED TO A YEAR AGO

	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
A. ALL FAMILIES													
BETTER OFF	30%	30%	31%	30%	37%	38%	40%	45%	45%	45%	44%	41%	41%
SAME	32	28	28	31	32	33	33	30	31	32	30	33	33
WORSE OFF	38	41	41	39	31	29	27	25	23	23	26	26	26
DK,NA	*	1	*	*	*	*	*	*	1	*	*	*	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
BETTER OFF	37%	36%	40%	37%	47%	48%	48%	57%	55%	54%	54%	54%	51%
SAME	29	29	25	30	29	29	32	26	28	30	27	28	29
WORSE OFF	34	35	35	33	24	23	20	17	17	16	19	18	20
DK,NA	*	*	*	*	*	*	*	*	*	*	*	*	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?"

* : Less than half of one percent.

CHART 5 - RECENT CHANGES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

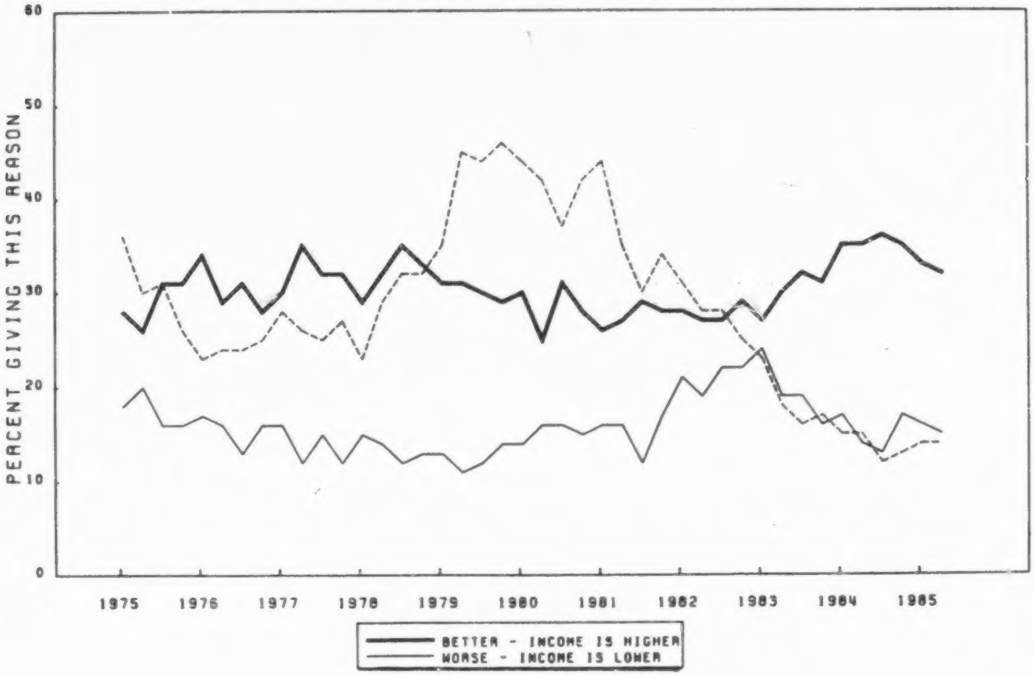

CHART 5 - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

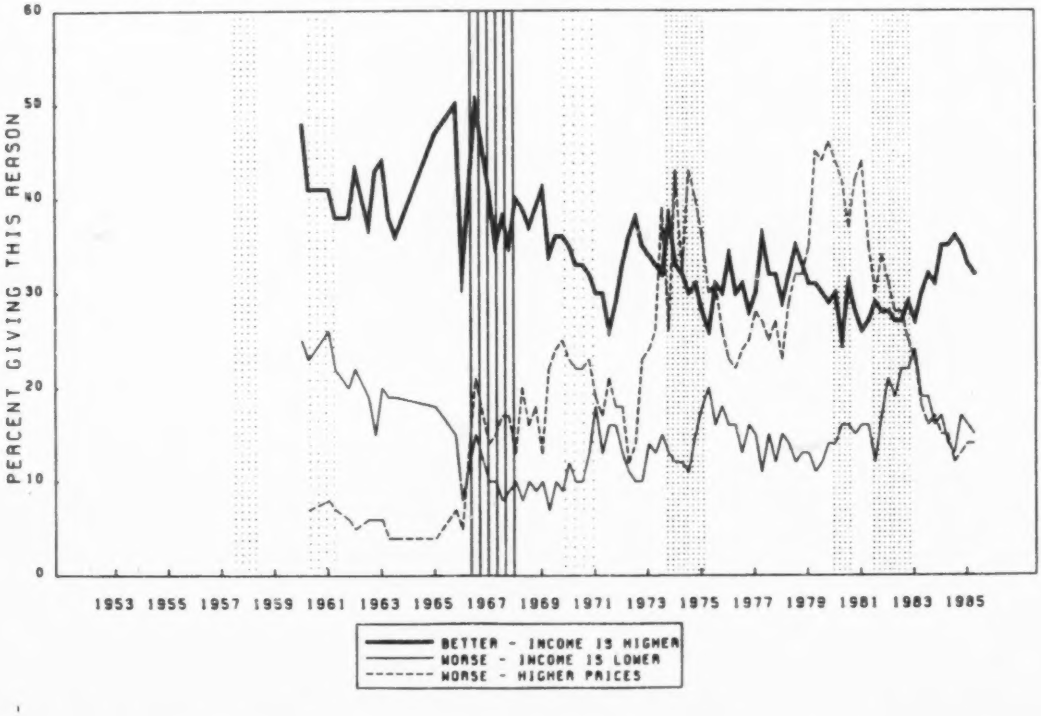

TABLE 5

SELECTED REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION +

	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
A. ALL FAMILIES													
BETTER OFF THAN YEAR AGO:													
Income is higher	27%	27%	29%	27%	30%	32%	31%	35%	35%	36%	35%	33%	32%
WORSE OFF THAN YEAR AGO:													
Income is lower	19	22	22	24	19	19	16	17	14	13	17	16	15
Higher prices	28	28	25	23	18	16	17	15	15	12	13	14	14
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
BETTER OFF THAN YEAR AGO:													
Income is higher	35%	33%	37%	34%	38%	43%	38%	46%	43%	45%	45%	44%	41%
WORSE OFF THAN YEAR AGO:													
Income is lower	19	22	21	22	17	17	13	12	12	10	16	12	14
Higher prices	26	24	23	20	15	12	14	10	11	10	9	11	10

Responses to the query: "Why do you say so?" following the question on Table 4.

+ : May add to more than 100% due to multiple mentions.

CHART 6 - RECENT CHANGES

EXPECTED CHANGE IN FINANCIAL SITUATION

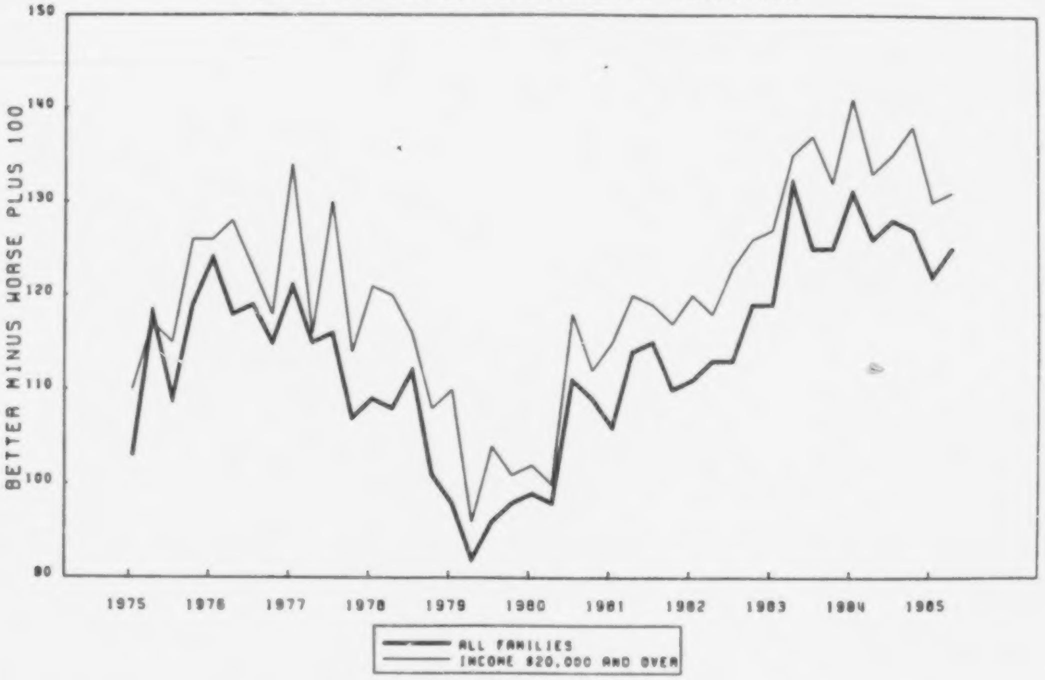

CHART 6 - HISTORICAL SERIES

EXPECTED CHANGE IN FINANCIAL SITUATION

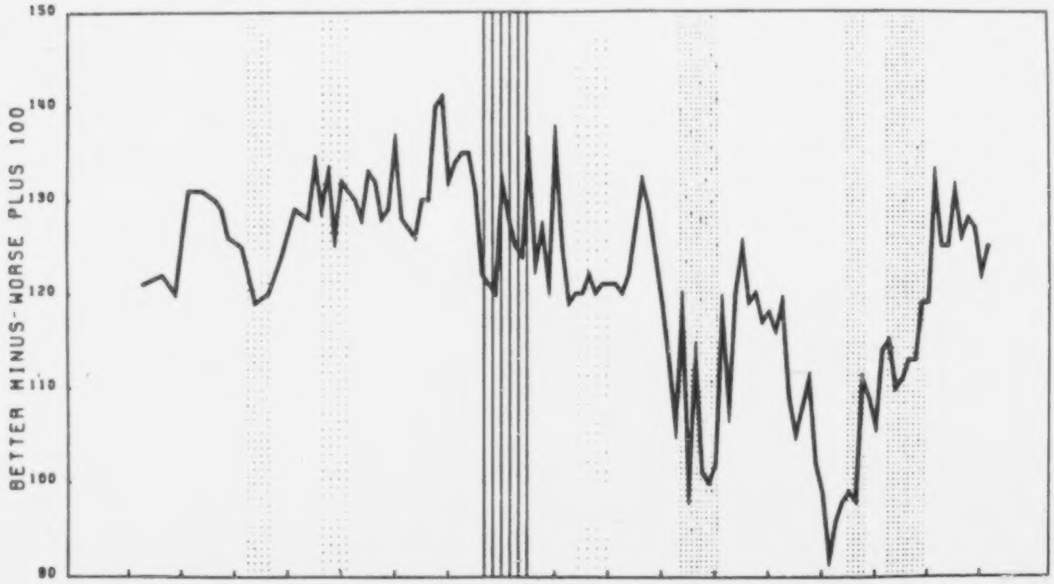

TABLE 6

EXPECTED CHANGE IN FINANCIAL SITUATION

	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
A. ALL FAMILIES													
BETTER OFF	32%	31%	35%	35%	40%	36%	37%	41%	37%	37%	38%	35%	36%
SAME	46	48	45	46	49	49	48	46	49	50	48	50	50
WORSE OFF	18	18	16	16	8	11	11	10	12	9	11	12	11
DK,NA	4	3	4	3	3	4	4	3	2	4	3	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
BETTER OFF	34%	37%	39%	40%	43%	44%	41%	48%	42%	43%	45%	41%	40%
SAME	47	47	45	44	47	46	48	44	47	47	46	47	48
WORSE OFF	17	14	14	14	8	7	9	7	10	8	7	10	9
DK,NA	2	2	2	2	2	3	2	1	1	2	2	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?"

CHART 7 - RECENT CHANGES
TREND IN PERSONAL FINANCIAL SITUATION

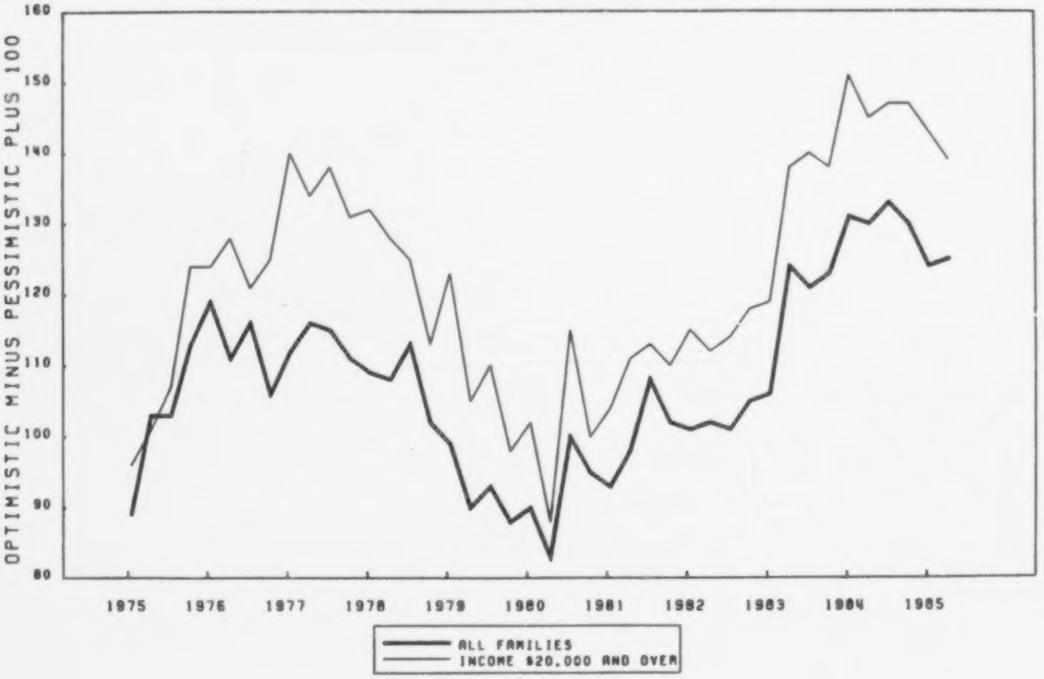

CHART 7 - HISTORICAL SERIES
TREND IN PERSONAL FINANCIAL SITUATION

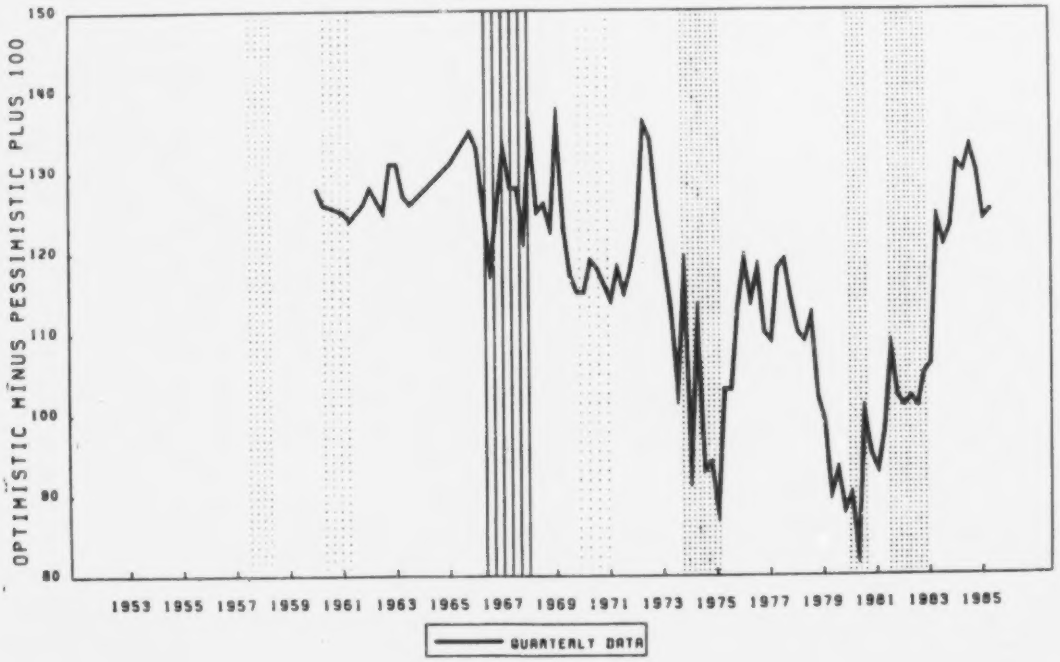

TABLE 7

TREND IN PERSONAL FINANCIAL SITUATION

	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
A. ALL FAMILIES													
PERSONAL FINANCIAL PROGRESS:													
Continuous increase (a)	13%	15%	16%	15%	18%	19%	20%	24%	22%	24%	22%	20%	21%
Intermittent increase (b)	21	19	20	21	25	25	24	26	26	27	28	26	26
Remain unchanged (c)	17	17	15	16	19	19	20	16	20	19	17	20	20
Intermittent decline (d)	22	22	20	21	17	17	16	16	13	14	15	16	16
Continuous decline (e)	11	12	11	9	4	6	6	4	5	5	5	5	6
Mixed change (f)	12	11	14	14	13	10	10	10	12	7	10	10	8
DK,NA	4	4	4	4	4	4	4	4	2	4	3	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
PERSONAL FINANCIAL PROGRESS:													
Continuous increase (a)	16%	19%	20%	19%	23%	25%	25%	32%	27%	29%	28%	26%	26%
Intermittent increase (b)	25	23	24	25	30	31	28	31	31	31	33	32	29
Remain unchanged (c)	16	16	14	15	16	16	20	15	17	17	13	16	17
Intermittent decline (d)	20	19	17	18	13	12	11	10	10	10	12	13	13
Continuous decline (e)	9	9	9	7	4	3	4	2	3	3	3	3	4
Mixed change (f)	12	12	13	14	12	10	10	9	11	8	9	9	8
DK,NA	2	2	3	2	2	3	2	1	1	2	2	1	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Combination of the responses to the questions on Tables 4 and 6.

Key: (a) Better off financially than a year ago/Better off a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 8 - RECENT CHANGES
MEDIAN EXPECTED CHANGE IN FAMILY INCOME

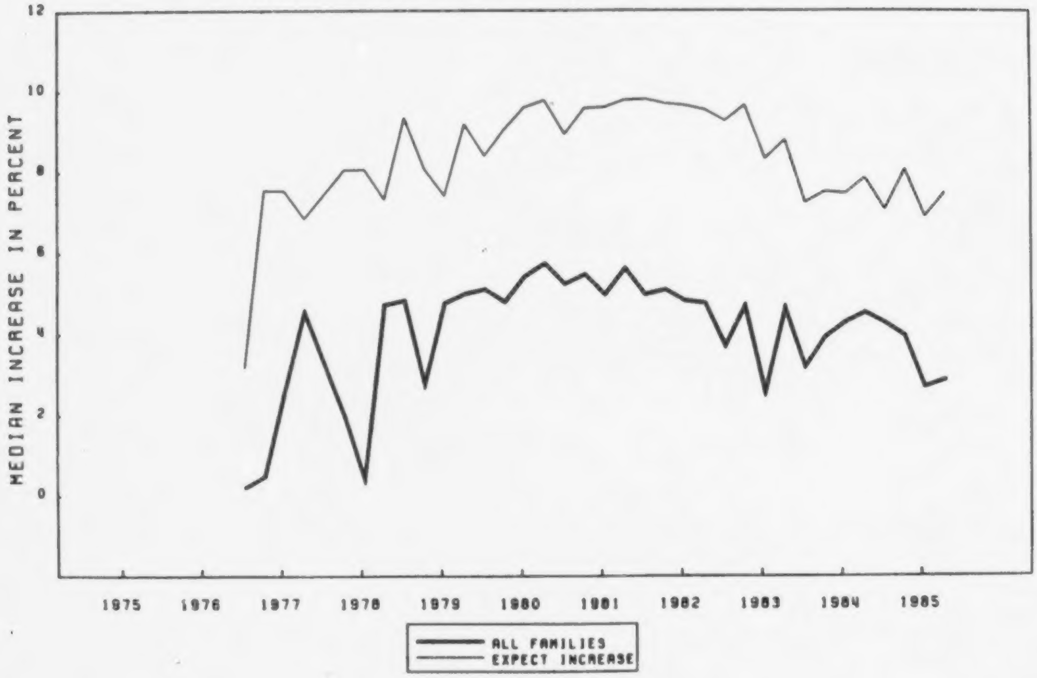

TABLE 8

EXPECTED FAMILY INCOME CHANGE DURING THE NEXT 12 MONTHS

	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
A. ALL FAMILIES													
EXPECT INCREASE:													
1-4%	6%	8%	6%	8%	9%	11%	12%	14%	11%	15%	12%	13%	13%
5%	10	8	9	9	11	11	10	11	10	11	10	11	10
6-9%	11	10	9	9	11	8	9	9	9	10	8	7	6
10-24%	19	18	20	15	18	15	16	17	19	17	18	15	16
25% or more	7	7	8	7	8	8	7	8	8	7	8	7	8
DK how much up	6	5	6	5	4	5	6	5	5	4	6	3	4
EXPECT SAME	23	27	25	28	26	27	25	25	24	23	23	27	28
EXPECT DOWN	17	15	15	17	12	13	12	9	12	11	13	16	14
DK,NA	1	2	2	2	1	2	3	2	2	2	2	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
EXPECT INCREASE:													
1-4%	7%	9%	7%	9%	9%	11%	12%	15%	13%	15%	12%	14%	14%
5%	11	9	11	11	13	14	12	14	13	14	13	12	13
6-9%	12	13	12	12	14	12	13	12	13	13	11	11	9
10-24%	25	24	25	18	23	19	21	23	22	20	23	20	19
25% or more	5	6	7	7	5	8	5	8	6	6	7	6	7
DK how much up	5	3	5	5	3	4	4	4	3	3	5	2	3
EXPECT SAME	18	20	18	21	20	19	21	16	18	19	15	20	20
EXPECT DOWN	16	14	14	16	12	12	11	8	11	9	13	14	14
DK,NA	1	2	1	1	1	1	1	*	1	1	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The questions were: "During the next 12 months, do you expect your (family) income to be higher or lower than during the past year?" and "By about what percent do you expect your (family) income to increase during the next 12 months?"

* : Less than half of one percent.

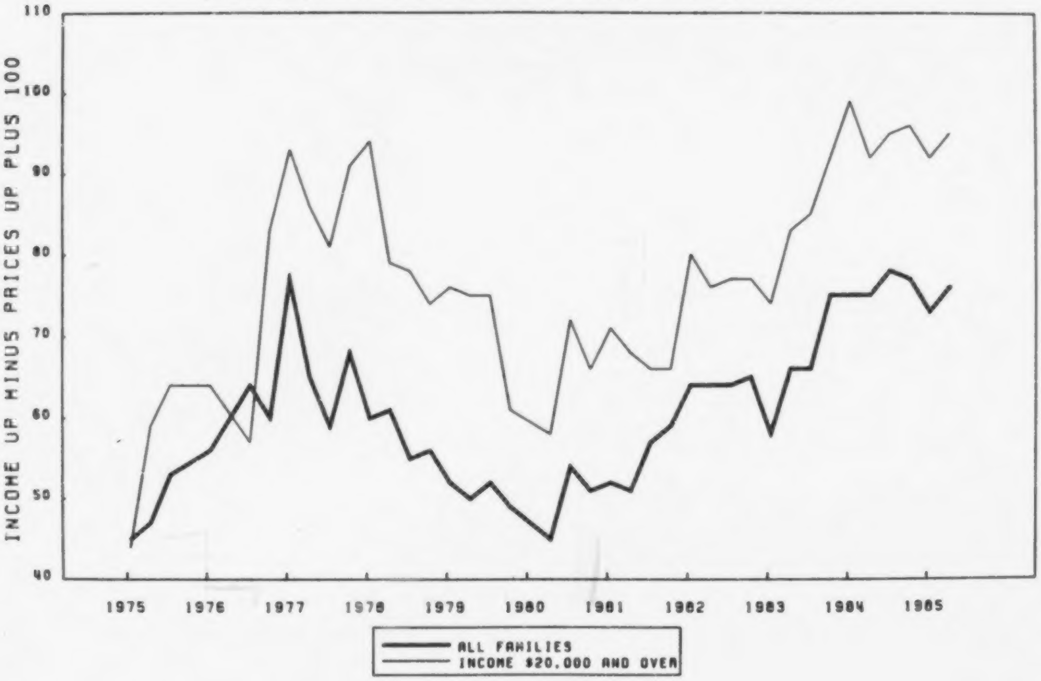

CHART 9 - RECENT CHANGES
INCOME OR PRICES UP MORE DURING THE LAST YEAR

TABLE 9

PAST CHANGE IN REAL FAMILY INCOME

	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
A. ALL FAMILIES													
INCOME UP MORE	16%	16%	16%	15%	17%	17%	22%	22%	20%	22%	22%	18%	21%
INCOME UP SAME	31	30	32	27	31	29	31	30	33	34	32	36	34
PRICES UP MORE	52	52	51	56	50	52	46	46	45	43	44	45	44
DK,NA	1	2	1	2	2	2	1	2	2	1	2	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
INCOME UP MORE	22%	22%	21%	21%	24%	26%	29%	33%	27%	28%	30%	27%	30%
INCOME UP SAME	33	32	34	31	35	33	33	32	36	38	35	37	34
PRICES UP MORE	45	45	44	47	41	41	37	34	36	33	34	35	35
DK,NA	*	1	1	1	*	*	1	1	1	1	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "During the last year or two, would you say that your (family) income went up more than prices, went up about the same as prices, or went up less than prices?"

* : Less than half of one percent.

CHART 10 - RECENT CHANGES
INCOME OR PRICES UP MORE DURING THE NEXT YEAR

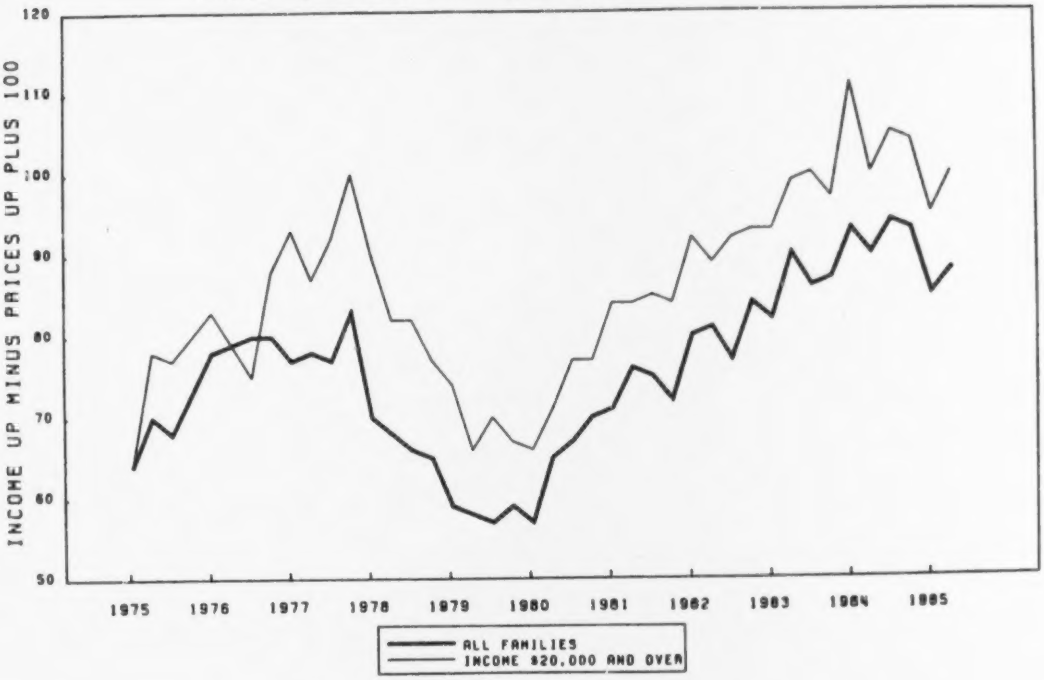

TABLE 10

EXPECTED CHANGE IN REAL FAMILY INCOME

	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
A. ALL FAMILIES													
INCOME UP MORE	18%	18%	19%	19%	21%	20%	20%	23%	22%	23%	23%	19%	21%
INCOME UP SAME	42	39	43	42	45	43	43	45	44	43	44	45	43
PRICES UP MORE	37	40	35	36	31	34	34	30	32	30	30	34	33
DK,NA	3	3	3	3	3	3	3	2	2	4	3	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
INCOME UP MORE	21%	23%	24%	24%	25%	26%	25%	33%	26%	29%	30%	25%	28%
INCOME UP SAME	45	43	43	42	47	46	46	44	46	46	44	45	42
PRICES UP MORE	33	32	31	31	26	27	28	22	27	24	26	29	28
DK,NA	1	2	2	3	2	1	1	1	1	1	*	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "How about the next year or two--do you expect that your (family) income will go up more than prices will go up, about the same, or less than prices will go up?"

* : Less than half of one percent.

CHART 11 - RECENT CHANGES
TREND IN INCOME AND PRICE COMPARISON

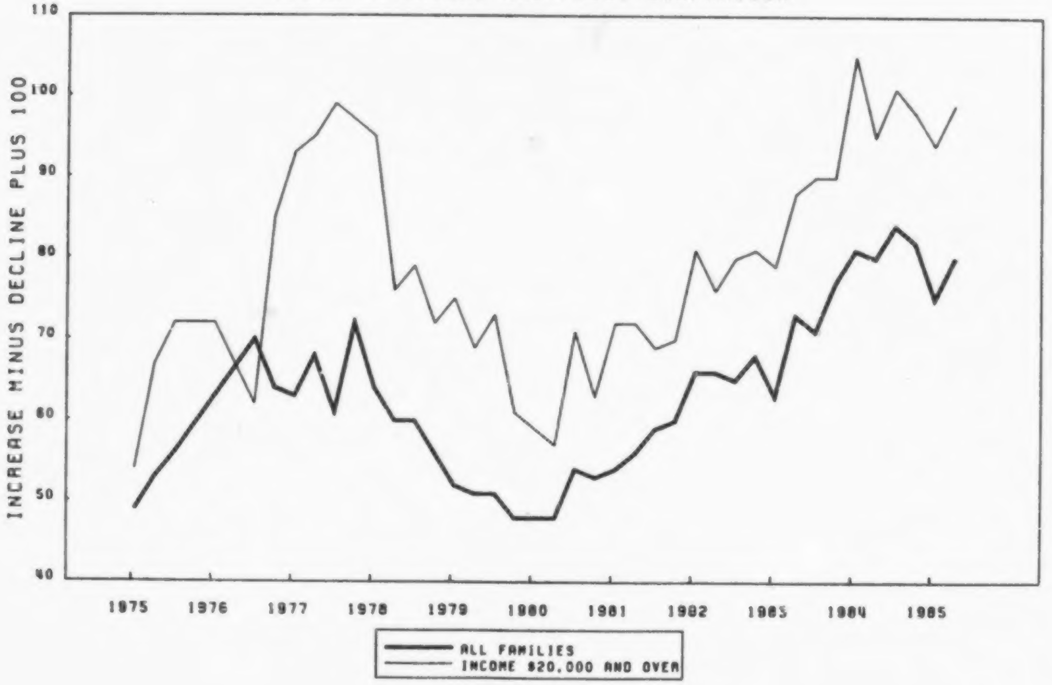

TABLE 11

TREND IN FAMILY INCOME AND PRICES COMPARISONS

A. ALL FAMILIES

REAL INCOME PROGRESS:	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
Continuous increase (a)	9%	8%	9%	9%	10%	10%	12%	13%	10%	11%	12%	9%	11%
Intermittent increase (b)	10	10	11	8	11	12	12	13	15	15	13	14	14
Remain unchanged (c)	19	19	19	17	20	18	19	20	20	21	21	22	21
Intermittent decline (d)	24	22	24	26	23	23	22	21	21	21	21	22	19
Continuous decline (e)	28	32	26	28	25	27	25	23	24	22	23	25	25
Mixed change (f)	7	5	7	8	8	7	7	7	7	6	7	6	7
DK,NA	3	4	4	4	3	3	3	3	3	4	3	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

B. FAMILIES WITH INCOMES OF $20,000 AND OVER

REAL INCOME PROGRESS:	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
Continuous increase (a)	12%	12%	12%	13%	13%	14%	16%	20%	15%	16%	19%	15%	16%
Intermittent increase (b)	11	13	14	12	14	17	14	17	18	18	15	17	17
Remain unchanged (c)	21	20	20	18	23	21	21	21	21	25	23	24	22
Intermittent decline (d)	24	21	22	23	21	21	23	17	19	18	18	18	15
Continuous decline (e)	23	24	22	23	19	19	18	16	18	16	17	20	20
Mixed change (f)	8	8	8	8	8	7	6	8	8	6	7	5	8
DK,NA	1	2	2	3	2	1	2	1	1	1	1	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Combination of the responses to the questions on Tables 9 and 10.

Key: (a) Income up more last year/Income up more next year
(b) Income up more/Same or Income up same/More
(c) Income up same/Same
(d) Prices up more/Same or Prices up same/More
(e) Prices up more/More
(f) Income up more/Prices up more or Prices up more/Income up more

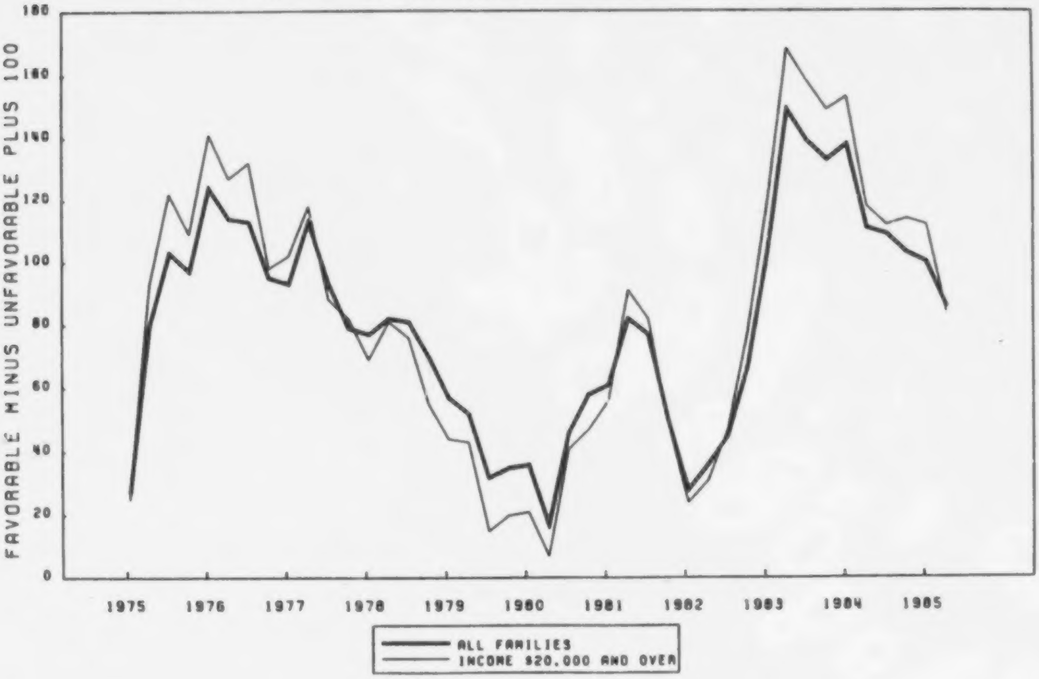

CHART 12 - RECENT CHANGES
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

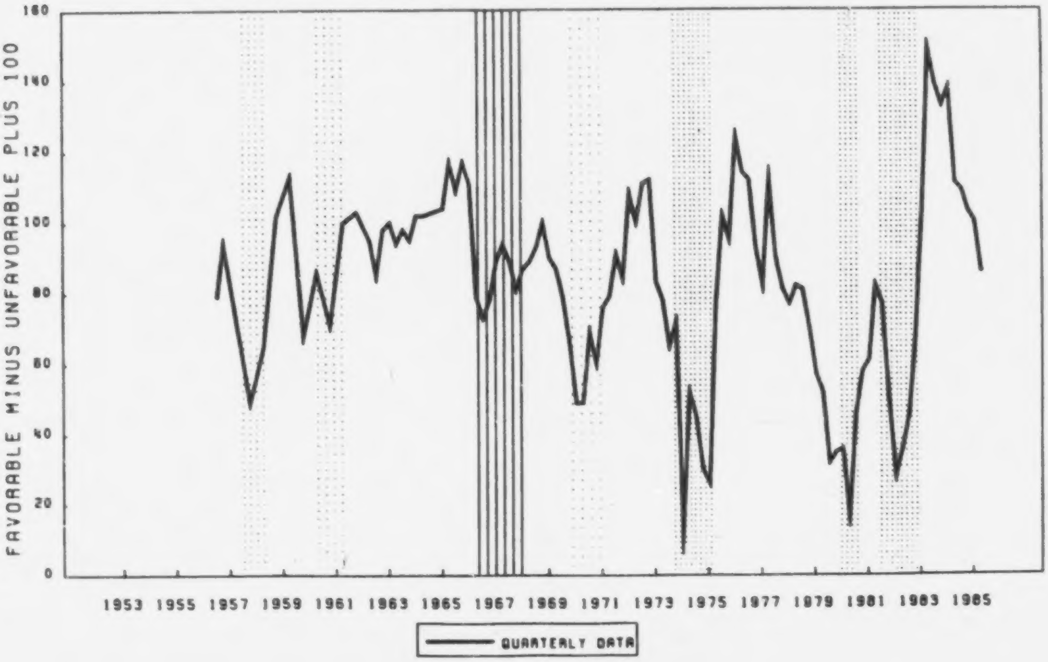

CHART 12 - HISTORICAL SERIES
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

TABLE 12

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
A. ALL FAMILIES													
FAVORABLE NEWS	23%	29%	39%	58%	80%	69%	62%	67%	49%	48%	41%	43%	32%
UNFAVORABLE NEWS	88	85	73	55	31	30	28	30	38	39	38	43	46
NO MENTIONS	30	28	28	29	30	37	41	38	43	42	46	44	49
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
FAVORABLE NEWS	29%	38%	49%	73%	96%	86%	79%	81%	57%	55%	52%	55%	37%
UNFAVORABLE NEWS	98	91	71	54	28	28	30	28	40	43	37	43	53
NO MENTIONS	22	21	24	23	23	29	31	30	37	36	40	37	42

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

CHART 13A - HISTORICAL SERIES

TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

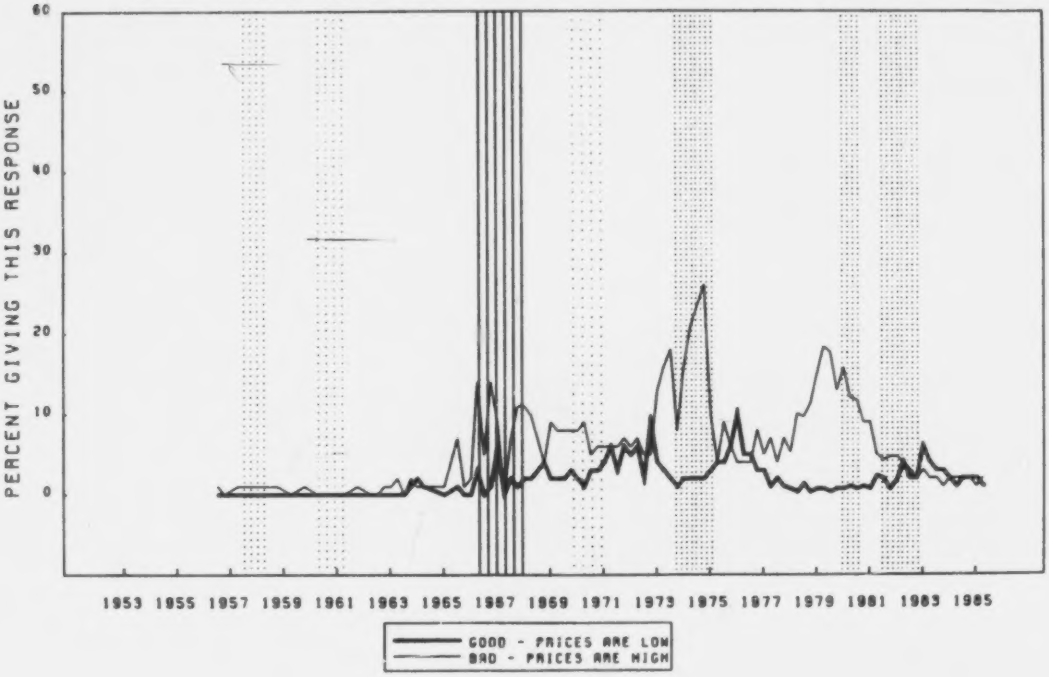

CHART 13B - HISTORICAL SERIES

TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

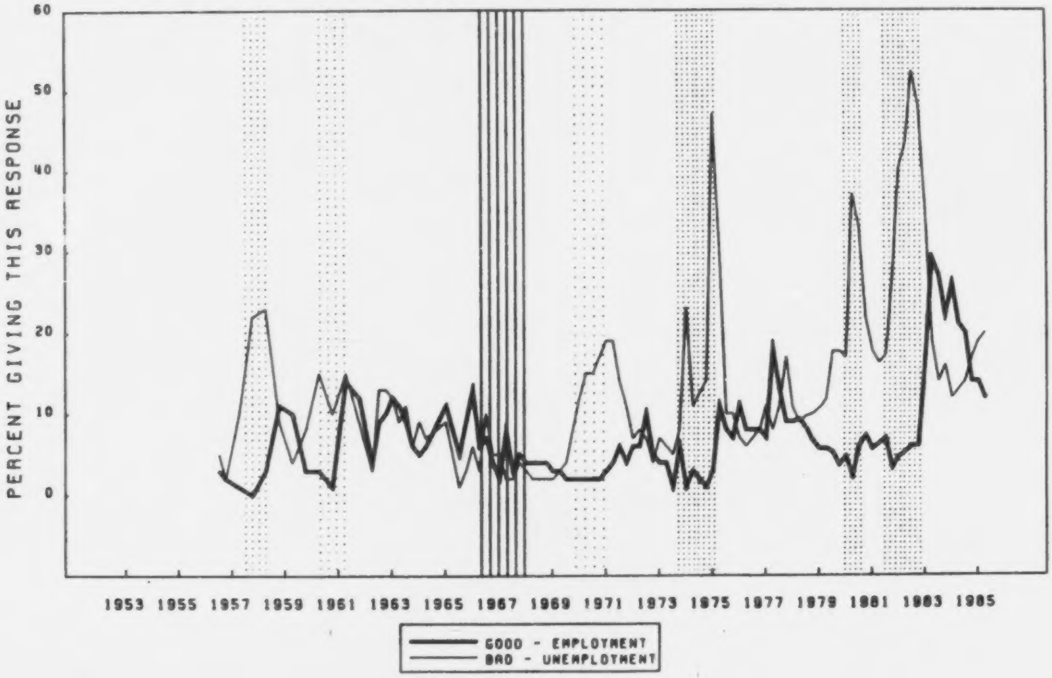

TABLE 13

SELECTED ITEMS OF
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
A. ALL FAMILIES													
FAVORABLE NEWS:													
Government; elections	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	3%	3%
Employment	5	6	6	17	29	27	22	26	21	20	14	14	12
Higher consumer demand	2	2	2	6	10	12	12	14	9	6	5	5	3
Lower prices	4	2	2	6	4	3	3	2	1	2	2	2	1
Easier credit	3	10	17	14	16	9	5	5	3	3	7	8	5
UNFAVORABLE NEWS:													
Government; elections	4	4	3	3	3	2	2	4	2	4	4	5	5
Unemployment	43	52	48	35	19	14	16	12	13	14	17	19	20
Lower consumer demand	9	6	7	4	2	2	1	1	1	2	2	3	3
Higher prices	4	3	2	3	2	2	1	2	2	2	2	1	2
Tighter credit	8	6	2	1	1	4	2	2	10	9	3	2	2
Energy crisis	*	*	*	*	*	*	*	*	*	*	*	*	*
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
FAVORABLE NEWS:													
Government; elections	3%	2%	2%	3%	1%	2%	1%	3%	1%	2%	3%	3%	3%
Employment	6	7	7	19	32	31	27	32	22	21	18	17	12
Higher consumer demand	3	3	3	7	14	15	15	18	11	8	6	6	4
Lower prices	5	3	3	8	6	4	3	3	1	3	2	3	1
Easier credit	4	14	21	19	19	12	8	6	4	4	10	11	7
UNFAVORABLE NEWS:													
Government; elections	4	3	3	3	2	3	2	5	3	4	5	7	6
Unemployment	47	57	47	36	19	13	16	11	11	15	14	16	23
Lower consumer demand	13	7	7	3	1	1	2	1	1	2	2	2	3
Higher prices	4	2	2	2	2	1	1	1	1	1	1	1	2
Tighter credit	11	8	1	1	*	5	2	3	15	13	4	3	2
Energy crisis	*	*	*	*	*	*	*	*	*	*	*	*	*

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

CHART 14 - RECENT CHANGES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

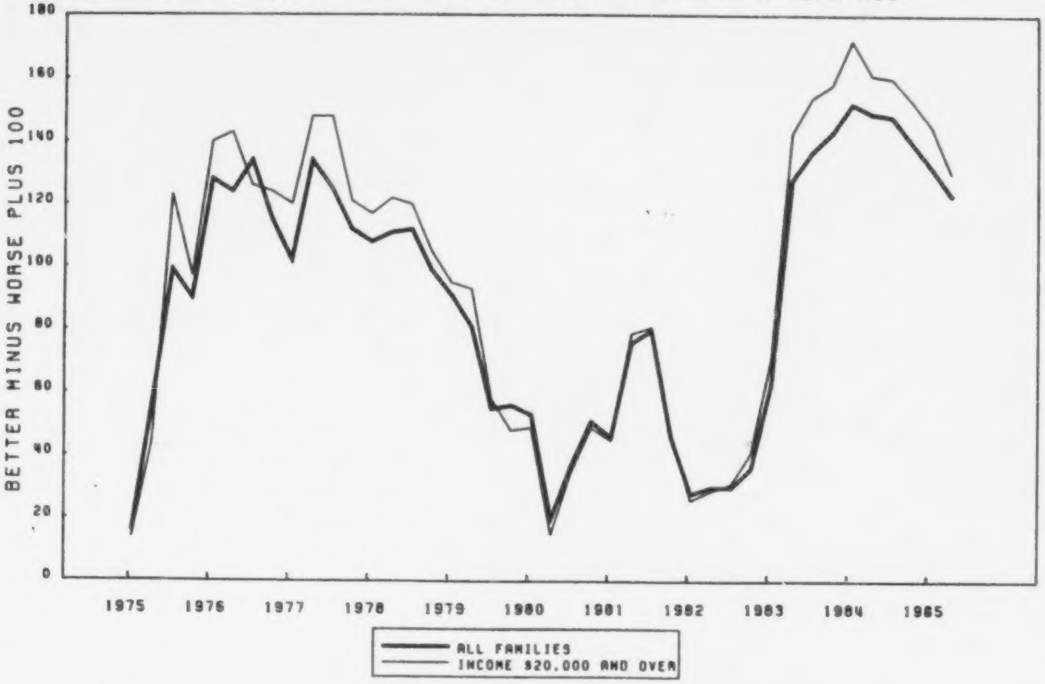

CHART 14 - HISTORICAL SERIES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

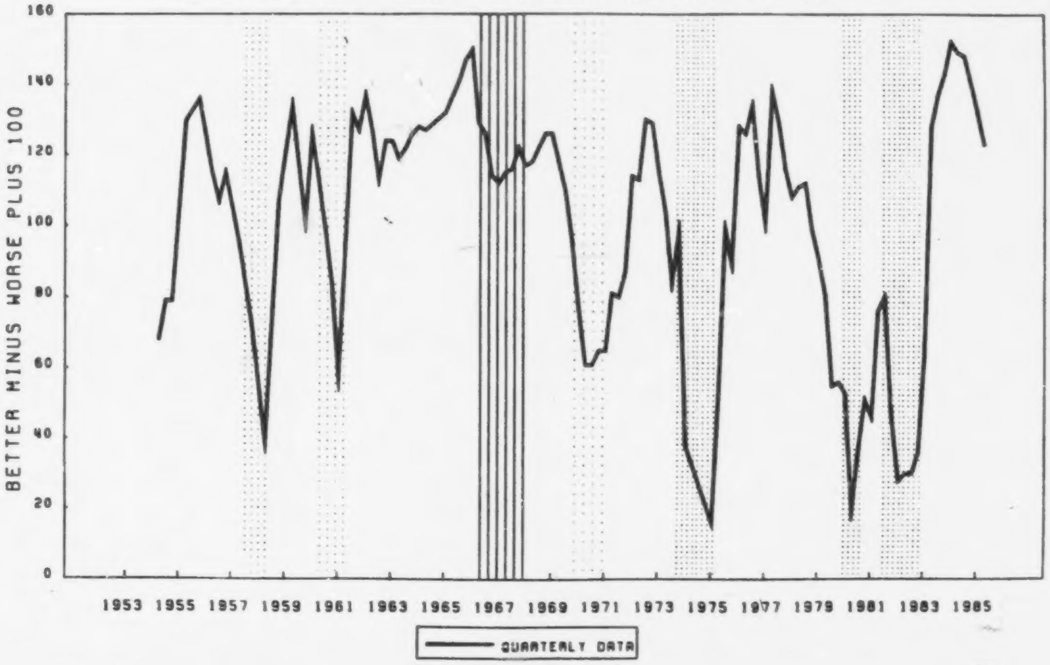

TABLE 14

CURRENT BUSINESS CONDITIONS COMPARED TO A YEAR AGO

	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
A. ALL FAMILIES													
BETTER NOW	11%	11%	14%	27%	59%	63%	67%	71%	68%	67%	64%	58%	53%
SAME	7	7	8	9	10	9	8	8	11	11	12	14	15
WORSE NOW	81	81	77	64	30	27	23	20	19	20	23	26	30
DK,NA	1	1	1	*	1	1	2	1	2	2	1	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
BETTER NOW	11%	12%	16%	31%	67%	73%	76%	84%	76%	75%	71%	66%	57%
SAME	6	6	8	8	8	6	5	5	8	8	10	13	14
WORSE NOW	82	81	75	60	24	20	18	11	15	16	18	20	27
DK,NA	1	1	1	1	1	1	1	*	1	1	1	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Would you say that at the present time business conditions are better or worse than they were a year ago?"

* : Less than half of one percent.

CHART 15 - RECENT CHANGES
EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

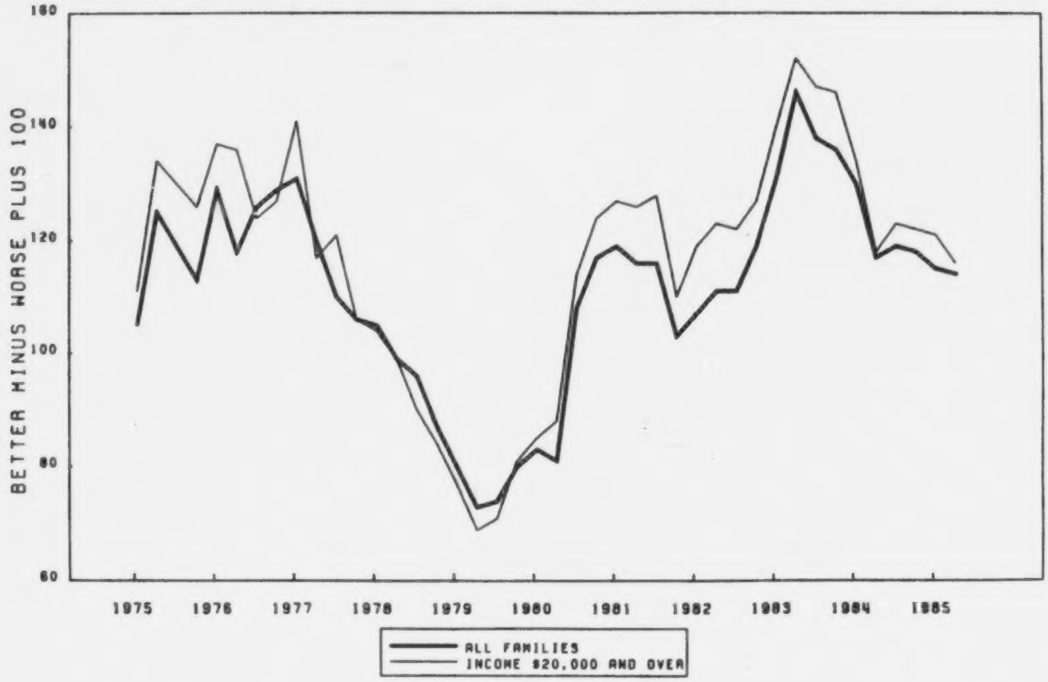

CHART 15 - HISTORICAL SERIES
EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

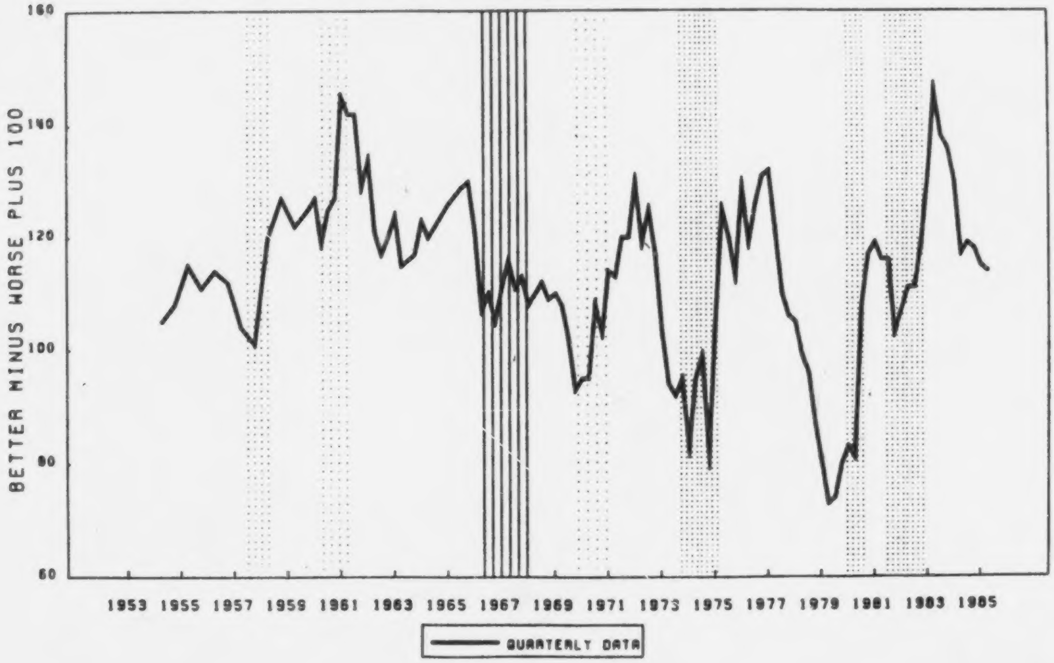

TABLE 15

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
A. ALL FAMILIES													
BETTER	36%	34%	39%	45%	52%	47%	45%	41%	31%	33%	33%	30%	28%
SAME	37	42	39	41	39	42	43	47	53	49	48	53	55
WORSE	25	22	20	13	7	9	10	10	14	14	16	15	15
DK,NA	2	2	2	1	2	2	2	2	2	4	3	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
BETTER	43%	40%	44%	49%	57%	54%	52%	43%	32%	36%	36%	32%	31%
SAME	34	41	37	41	36	38	42	46	53	48	49	56	52
WORSE	21	18	18	9	6	7	5	9	14	13	14	12	15
DK,NA	2	1	1	1	1	1	1	2	1	3	1	*	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "And how about a year from now, do you expect that in the country as a whole business conditions will be better, or worse than they are at present, or just about the same?"

* : Less than half of one percent.

CHART 16A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUSINESS CONDITIONS IN A YEAR

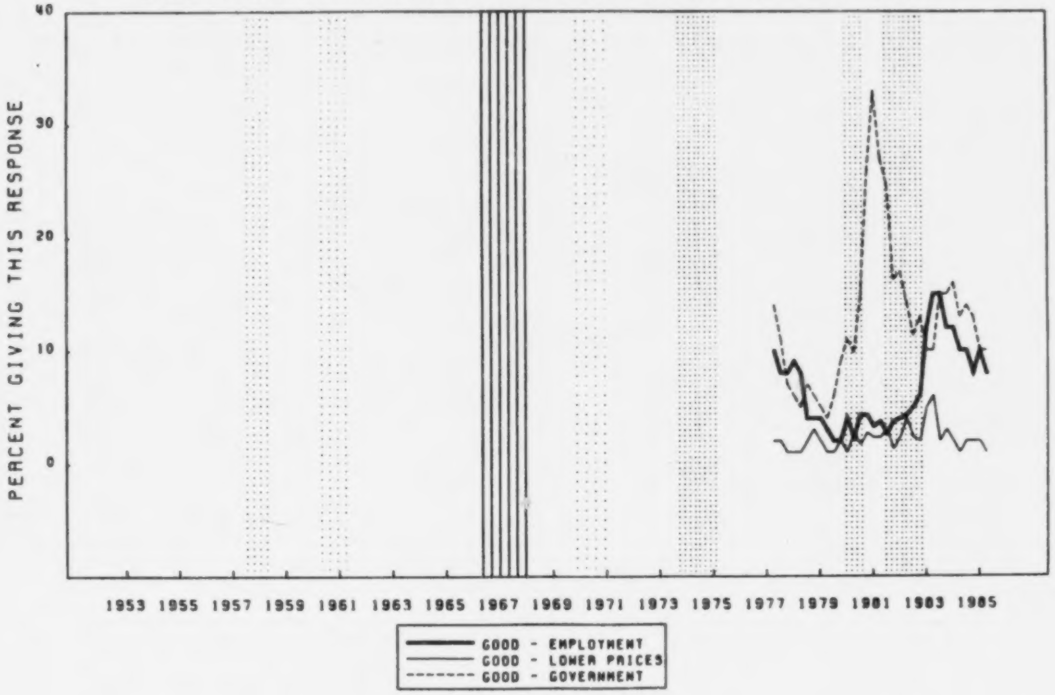

CHART 16B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUSINESS CONDITIONS IN A YEAR

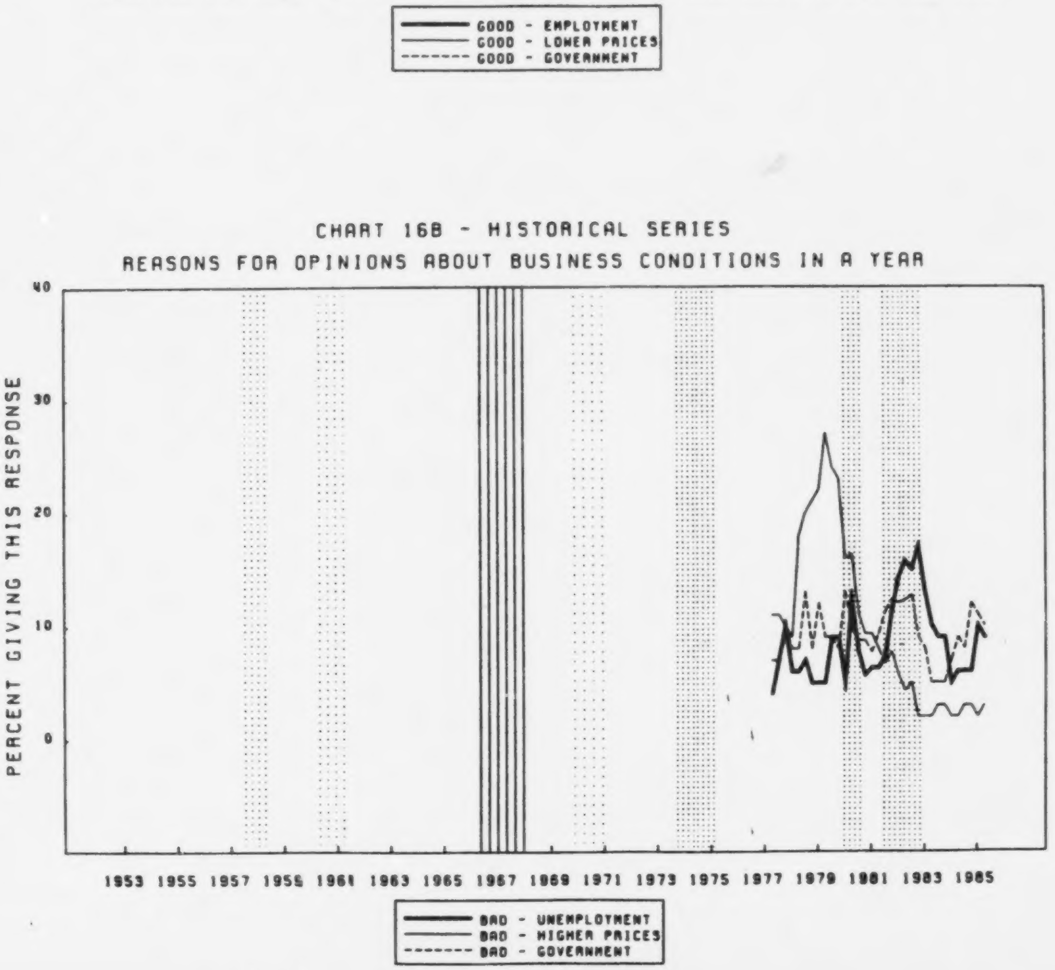

TABLE 16

REASONS FOR OPINIONS ABOUT CHANGES IN BUSINESS CONDITIONS IN A YEAR +

	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
A. ALL FAMILIES													
FAVORABLE REASONS:													
Government; elections	14%	12%	13%	10%	10%	15%	15%	16%	13%	14%	13%	10%	10%
Employment	4	5	6	12	15	15	12	12	10	10	8	10	8
Higher consumer demand	4	3	5	6	9	7	8	6	4	4	4	4	5
Lower prices	4	2	2	5	6	2	3	2	1	2	2	2	1
Easier credit	9	9	13	12	13	6	5	3	2	4	5	4	4
UNFAVORABLE REASONS:													
Government; elections	12	13	9	8	5	5	5	7	9	8	12	11	10
Unemployment	16	15	17	13	10	9	9	5	6	6	6	10	9
Lower consumer demand	6	4	4	3	3	3	2	1	2	2	3	3	3
Higher prices	4	5	2	2	2	3	3	2	2	3	3	2	3
Tighter credit	7	7	3	2	2	3	2	3	7	5	3	3	1
Energy crisis	*	*	*	*	*	*	*	*	*	*	*	*	*
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
FAVORABLE REASONS:													
Government; elections	18%	15%	15%	9%	12%	18%	17%	19%	14%	18%	14%	11%	12%
Employment	6	6	8	13	15	16	14	10	11	9	9	11	8
Higher consumer demand	5	4	6	8	11	9	9	6	5	4	5	4	5
Lower prices	5	3	3	6	6	3	3	3	2	2	2	4	1
Easier credit	11	12	17	16	16	9	6	5	3	5	6	6	5
UNFAVORABLE REASONS:													
Government; elections	13	11	9	7	4	5	4	8	10	10	12	11	12
Unemployment	12	13	15	10	9	6	7	3	5	4	5	8	7
Higher consumer demand	6	5	5	4	2	3	2	1	2	2	3	2	3
Higher prices	4	3	2	1	2	2	2	3	2	2	2	3	2
Tighter credit	7	8	4	2	3	4	2	3	9	7	4	3	2
Energy crisis	*	*	*	*	*	*	*	*	*	*	*	*	*

The question was: "Why do you expect business conditions to be better/the same/worse a year from now?" following the question on table 15.

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

CHART 17 - RECENT CHANGES

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

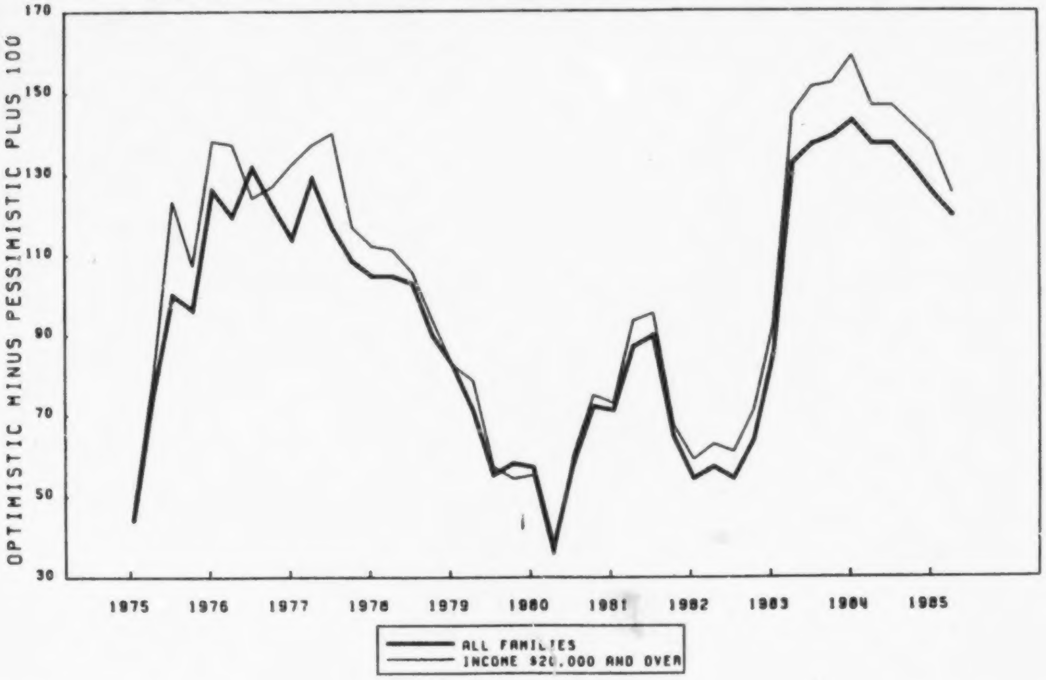

CHART 17 - HISTORICAL SERIES

TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

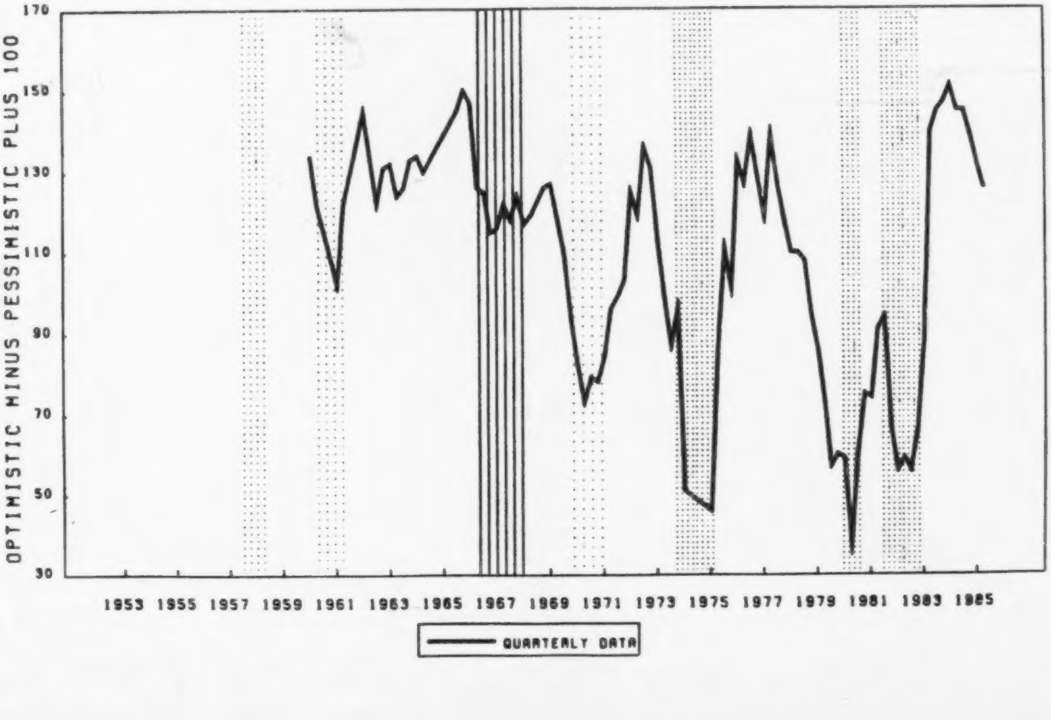

TABLE 17

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
A. ALL FAMILIES													
TREND:													
Continuous increase (a)	7%	7%	9%	19%	39%	37%	37%	35%	26%	26%	26%	23%	20%
Intermittent increase (b)	6	6	8	12	22	26	28	32	37	36	33	33	32
Remain unchanged (c)	3	3	3	4	5	6	5	5	7	5	6	8	10
Intermittent decline (d)	31	35	33	29	16	13	14	12	12	11	13	16	18
Continuous decline (e)	23	21	18	12	6	6	5	4	6	6	8	9	9
Mixed change (f)	27	25	27	22	10	9	8	9	9	10	10	8	7
DK,NA	3	3	2	2	2	3	3	3	3	6	4	3	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
TREND:													
Continuous increase (a)	7%	7%	11%	22%	45%	45%	46%	40%	28%	30%	29%	26%	23%
Intermittent increase (b)	6	7	10	14	24	28	29	38	40	38	36	38	34
Remain unchanged (c)	2	3	2	2	4	3	4	4	6	4	6	8	8
Intermittent decline (d)	29	35	30	30	12	9	11	7	10	9	11	14	15
Continuous decline (e)	20	17	16	9	4	4	3	2	4	4	5	5	9
Mixed change (f)	34	29	30	22	10	10	5	8	11	11	10	8	8
DK,NA	2	2	1	1	1	1	2	1	1	4	3	1	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Combination of the responses to the questions on Tables 14 and 15.

Key: (a) Better than a year ago/Better a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 18 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

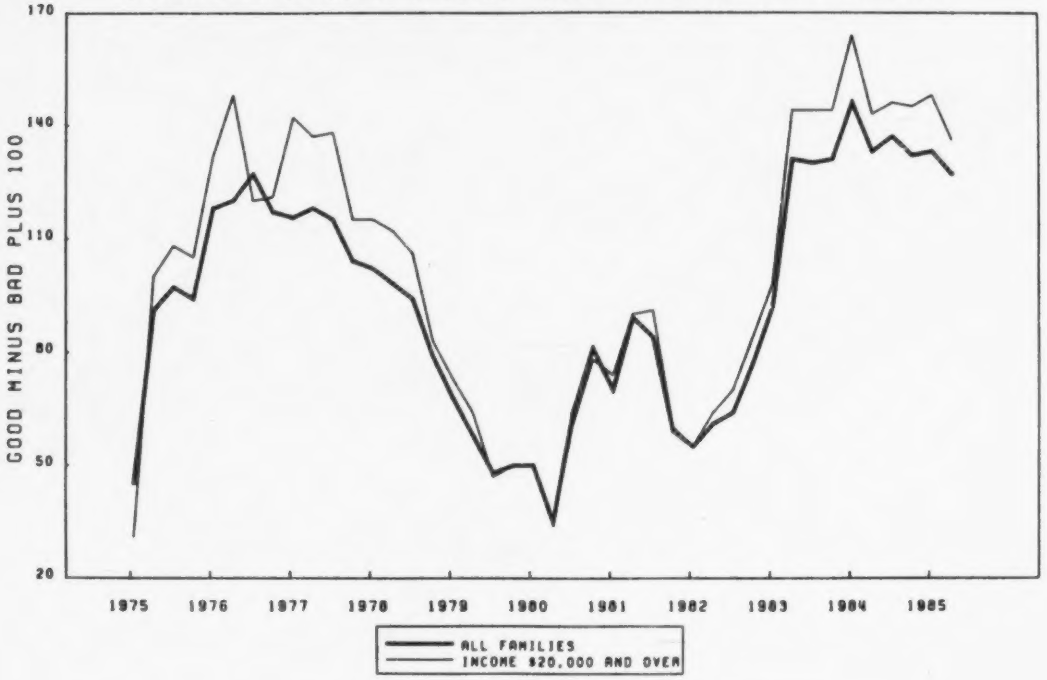

CHART 18 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

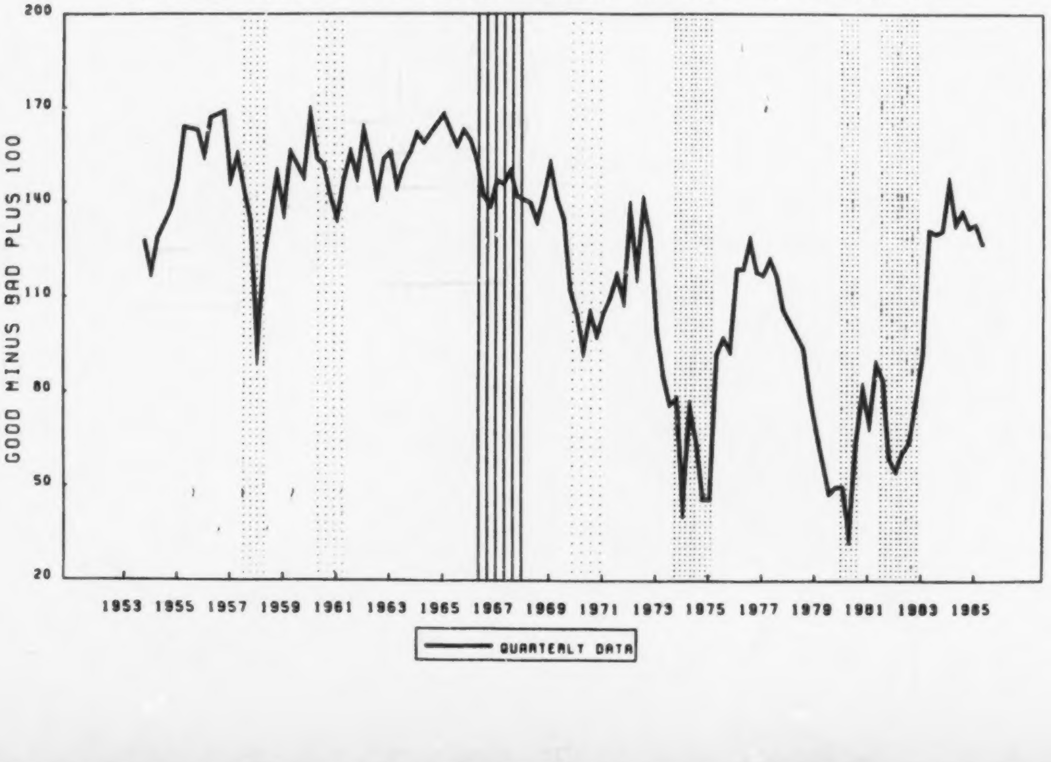

TABLE 18

BUSINESS CONDITIONS EXPECTED DURING THE NEXT 12 MONTHS

	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
A. ALL FAMILIES													
GOOD TIMES	27%	27%	33%	42%	61%	60%	61%	69%	61%	63%	59%	62%	57%
UNCERTAIN; GOOD & BAD	1	4	3	1	2	3	3	2	3	3	3	3	2
BAD TIMES	66	63	57	50	30	30	30	22	28	26	27	29	30
DON'T KNOW	4	3	4	3	4	5	5	5	5	6	7	4	6
NOT ASCERTAINED	2	3	3	4	3	2	1	2	3	2	4	2	5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIMES	29%	30%	37%	45%	68%	68%	69%	80%	68%	68%	67%	70%	63%
UNCERTAIN; GOOD & BAD	2	4	4	1	2	3	2	1	3	4	3	3	2
BAD TIMES	65	61	54	48	24	24	25	16	24	22	22	22	27
DON'T KNOW	2	2	2	1	3	3	2	2	4	4	5	3	3
NOT ASCERTAINED	2	3	3	5	3	2	2	1	1	2	3	2	5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Now turning to business conditions in the country as a whole--do you think that during the next 12 months we'll have good times financially, or bad times or what?"

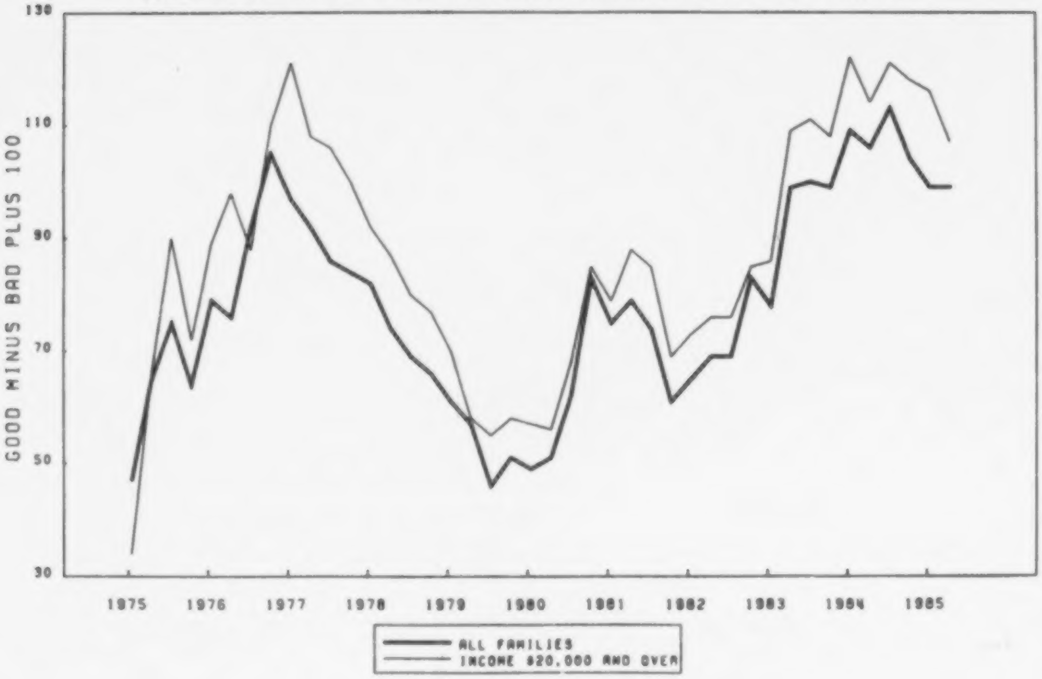

CHART 19 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

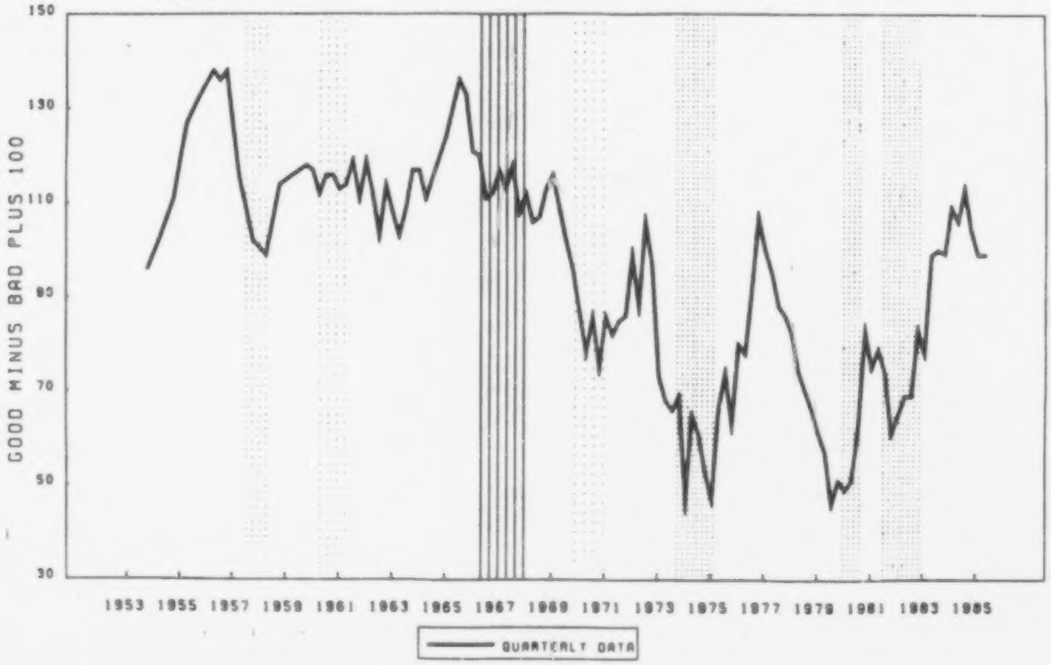

CHART 19 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

TABLE 19

BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS

	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
A. ALL FAMILIES													
GOOD TIMES	25%	24%	31%	30%	39%	38%	39%	44%	42%	46%	42%	41%	41%
UNCERTAIN; GOOD & BAD	13	15	14	13	17	20	17	16	17	16	16	13	15
BAD TIMES	56	56	48	52	40	38	40	35	36	33	37	43	41
NOT ASCERTAINED	6	5	7	5	4	4	4	5	5	5	5	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIMES	28%	28%	33%	34%	44%	44%	44%	52%	45%	49%	49%	50%	44%
UNCERTAIN; GOOD & BAD	13	16	14	13	17	19	17	15	19	18	16	13	15
BAD TIMES	53	51	47	48	36	33	36	29	32	28	31	34	37
NOT ASCERTAINED	6	5	6	5	3	4	3	4	4	5	4	3	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next 5 years or so, or that we will have periods of widespread unemployment or depression, or what?"

CHART 20 - RECENT CHANGES
EXPECTED CHANGE IN UNEMPLOYMENT

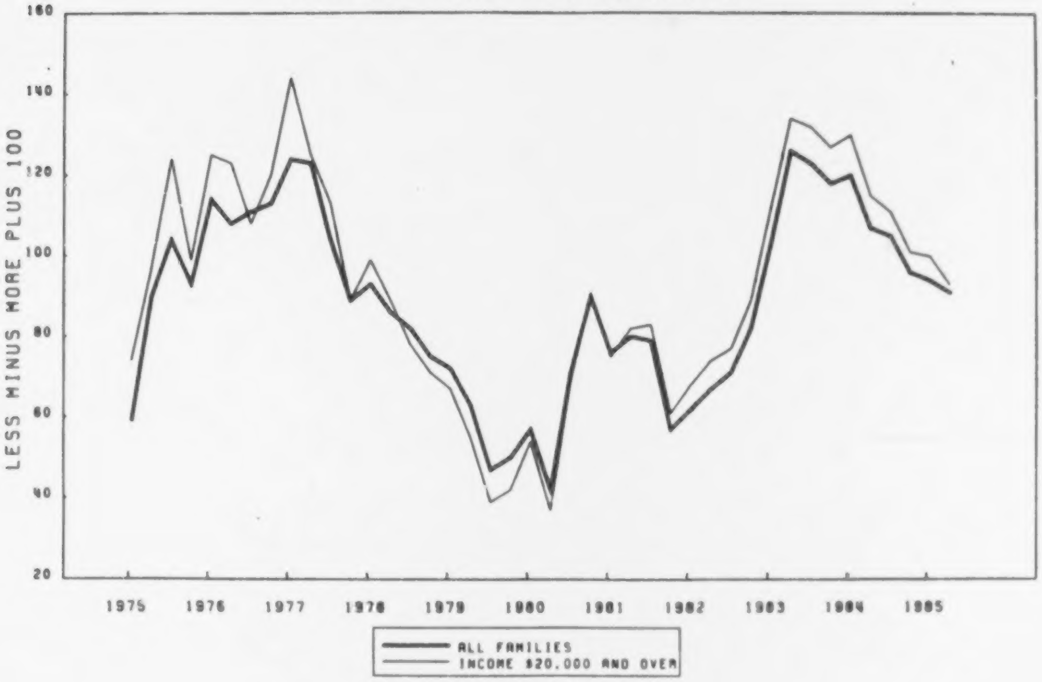

CHART 20 - HISTORICAL SERIES
EXPECTED CHANGE IN UNEMPLOYMENT

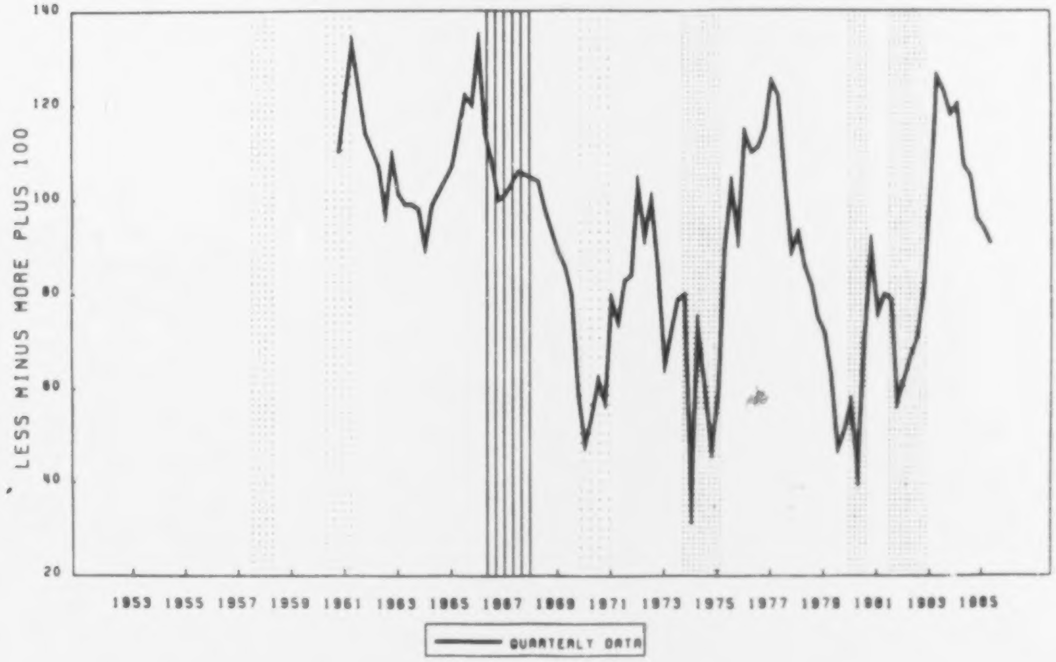

TABLE 20

EXPECTED CHANGE IN UNEMPLOYMENT

	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
A. ALL FAMILIES													
LESS	16%	17%	21%	29%	40%	39%	35%	35%	27%	25%	21%	21%	18%
SAME	35	36	39	43	44	43	45	48	52	52	52	50	53
MORE	48	46	38	27	15	16	18	15	20	21	25	27	27
DK,NA	1	1	2	1	1	2	2	2	1	2	2	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
LESS	18%	19%	24%	34%	45%	44%	41%	41%	31%	28%	23%	24%	19%
SAME	38	38	41	44	43	43	45	47	53	54	55	52	56
MORE	44	42	35	22	11	12	14	11	16	17	21	24	25
DK,NA	*	1	*	*	1	1	*	1	*	1	1	*	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "How about people out of work during the coming 12 months--do you think that there will be more unemployment than now, about the same, or less?"

* : Less than half of one percent.

CHART 21 - RECENT CHANGES
EXPECTED CHANGE IN INTEREST RATES

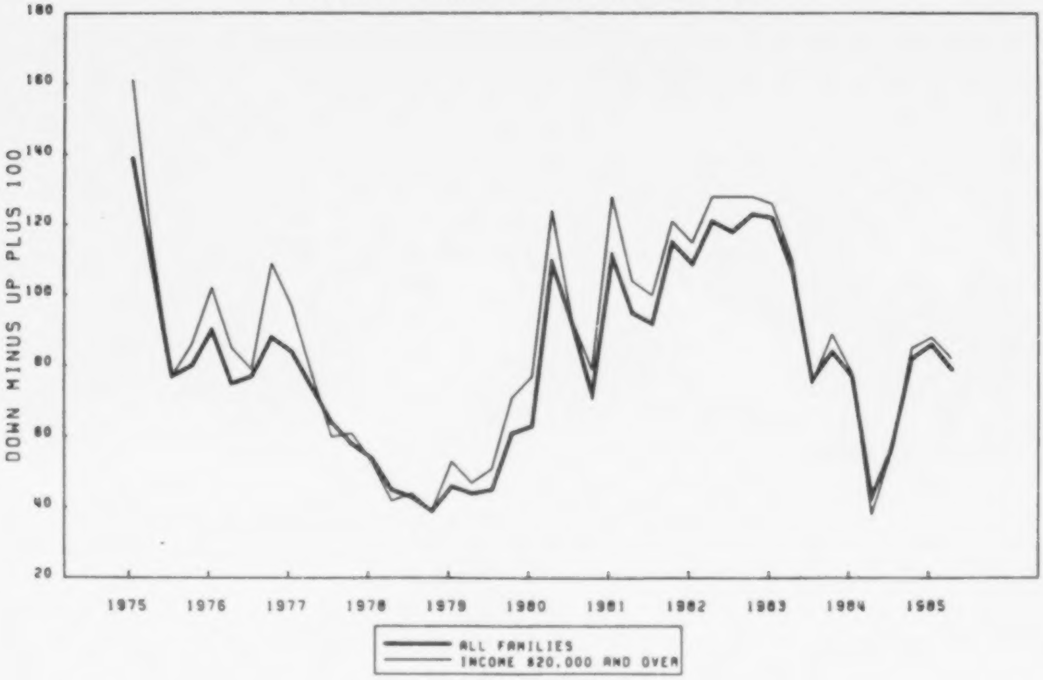

CHART 21 - HISTORICAL SERIES
EXPECTED CHANGE IN INTEREST RATES

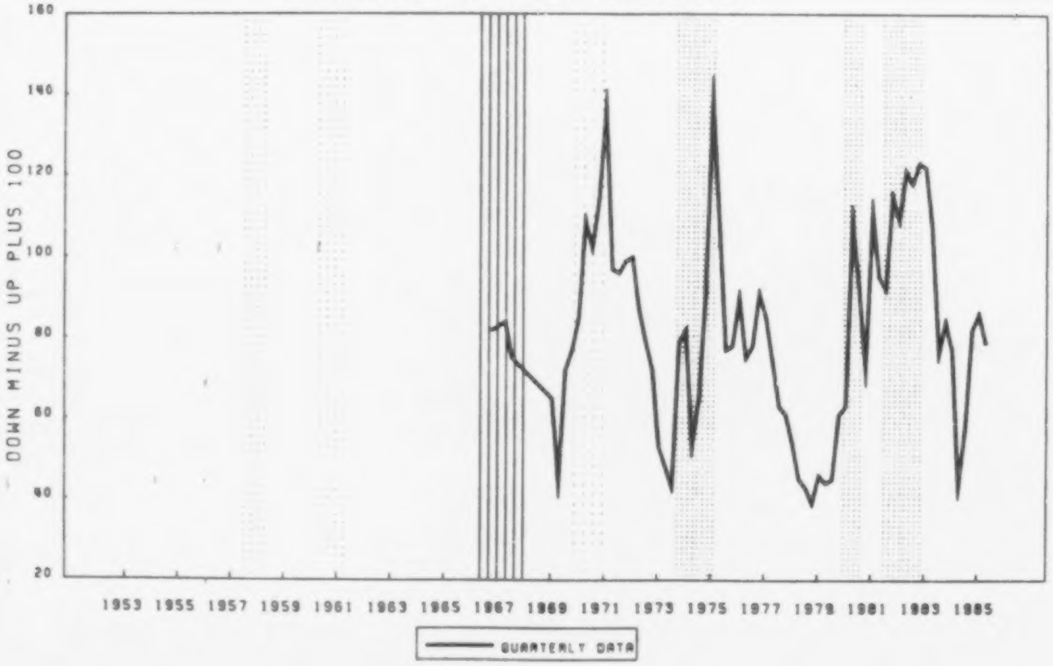

TABLE 21

EXPECTED CHANGE IN INTEREST RATES

	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
A. ALL FAMILIES													
GO UP	21%	22%	22%	20%	23%	44%	37%	40%	66%	55%	42%	39%	42%
STAY THE SAME	35	34	28	35	44	34	37	39	23	29	31	34	34
GO DOWN	41	40	46	42	31	19	22	17	9	13	24	24	21
DK,NA	3	4	4	3	2	3	4	4	2	3	3	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GO UP	17%	18%	20%	18%	21%	44%	34%	39%	70%	56%	40%	38%	41%
STAY THE SAME	36	34	30	36	47	36	41	42	22	30	34	36	34
GO DOWN	45	46	49	44	31	19	23	17	8	12	25	25	24
DK,NA	2	2	1	2	1	1	2	2	*	2	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "No one can say for sure, but what do you think will happen to interest rates for borrowing money during the next 12 months--will they go up, stay the same, or go down?"

* : Less than half of one percent.

CHART 22 - RECENT CHANGES
CHANGE IN PRICES DURING THE LAST 12 MONTHS

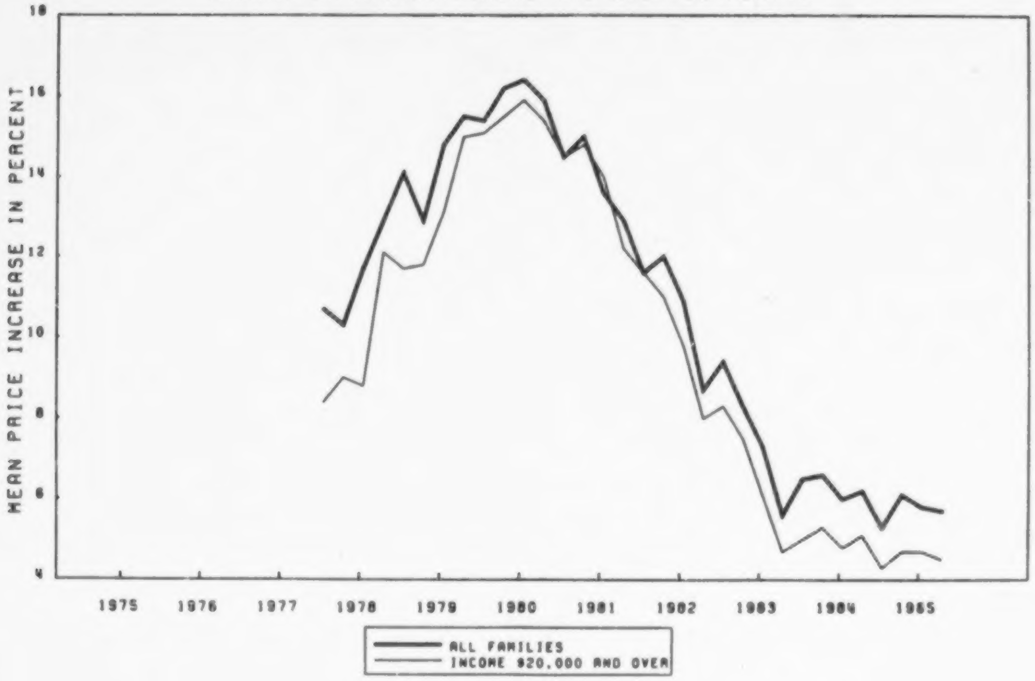

CHART 22 - HISTORICAL SERIES
CHANGE IN PRICES DURING THE LAST 12 MONTHS

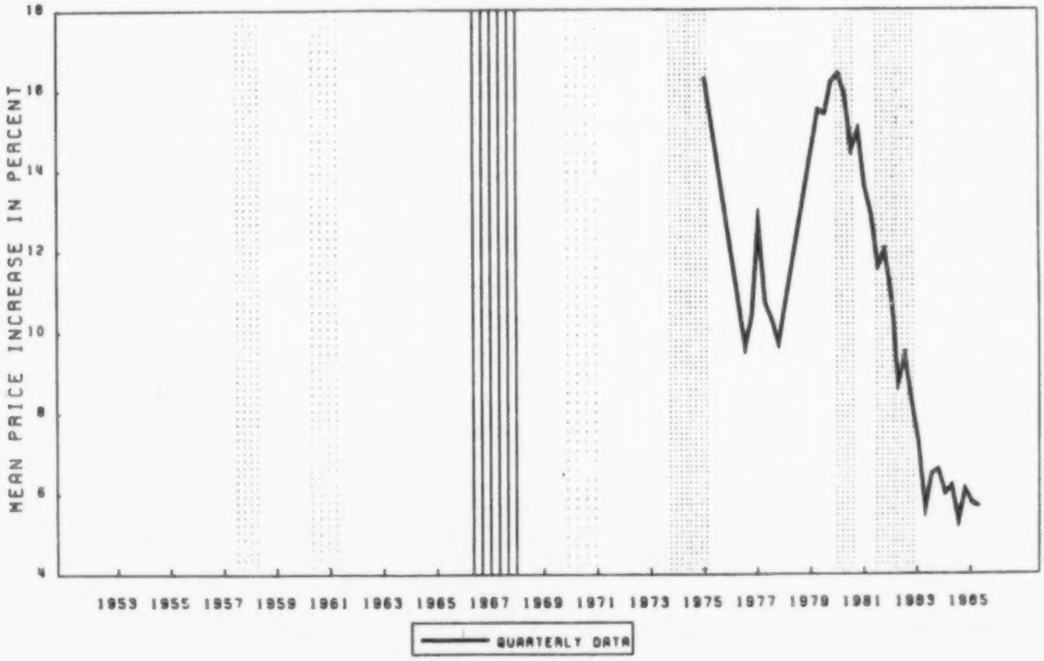

TABLE 22

CHANGE IN PRICES DURING THE LAST 12 MONTHS

	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
A. ALL FAMILIES													
SAME OR DOWN	17%	13%	20%	26%	30%	24%	23%	23%	22%	28%	26%	26%	23%
GONE UP BY:													
1-2%	5	6	5	6	8	9	9	10	11	9	10	11	12
3-4%	9	9	8	10	12	13	14	15	15	15	15	17	17
5%	12	12	15	15	15	15	15	16	17	17	15	15	15
6-9%	14	14	12	9	9	9	9	9	9	8	6	7	8
10-14%	20	22	18	15	12	13	13	12	11	10	11	10	11
15% or more	17	17	15	13	9	10	10	8	10	8	10	9	9
DK how much up	6	6	6	5	4	6	6	6	5	5	6	5	4
DK,NA	*	1	1	1	1	1	1	1	*	*	1	*	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	8.7	9.4	8.3	7.3	5.6	6.5	6.6	6.0	6.2	5.3	6.1	5.8	5.7
VARIANCE	91	99	97	97	63	84	82	70	69	62	82	77	66
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
SAME OR DOWN	19%	16%	23%	29%	33%	27%	26%	29%	25%	33%	30%	32%	27%
GONE UP BY:													
1-2%	5	6	6	6	9	10	8	11	13	10	11	12	11
3-4%	9	9	9	11	13	14	15	15	16	15	16	17	19
5%	13	13	15	16	15	17	16	17	17	19	16	15	18
6-9%	15	17	13	11	10	10	11	9	11	7	8	7	7
10-14%	21	22	17	12	11	11	12	10	9	7	8	8	10
15% or more	15	14	13	11	7	7	7	6	7	6	7	7	5
DK how much up	3	3	4	3	2	3	4	3	2	3	3	2	2
DK,NA	*	*	*	1	*	1	1	*	*	*	1	*	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	8.0	8.3	7.5	6.1	4.7	5.0	5.3	4.8	5.1	4.3	4.7	4.7	4.5
VARIANCE	77	80	82	76	41	46	51	50	55	47	48	60	38

The questions were: "During the last 12 months, have prices of the things you buy remained unchanged, or have they gone up, or have they gone down?" and "By about what percent do you think prices have gone up,on the average, during the last 12 months?"

* : Less than half of one percent.

CHART 23 - RECENT CHANGES
MEAN EXPECTED PRICE INCREASES DURING NEXT 12 MONTHS

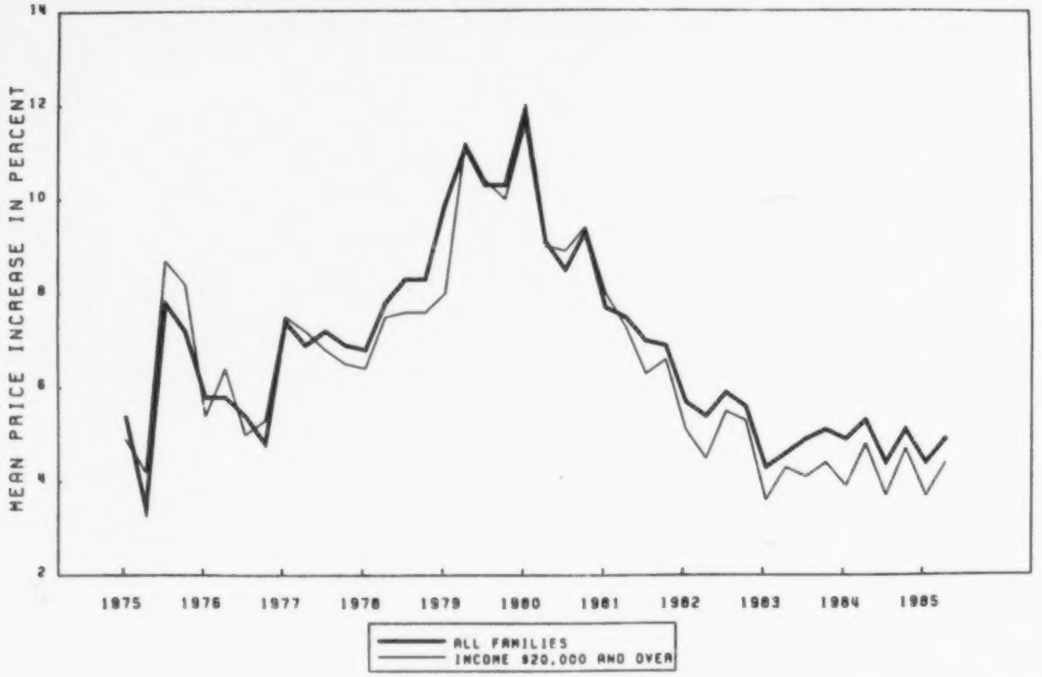

CHART 23 - HISTORICAL SERIES
MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

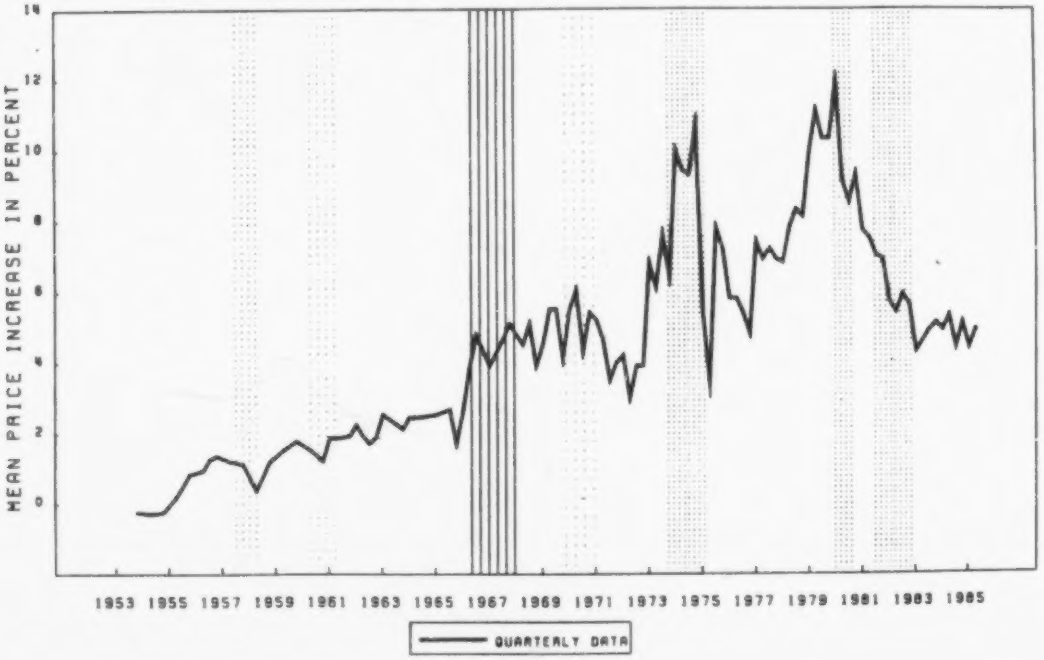

TABLE 23

EXPECTED CHANGE IN PRICES DURING THE NEXT 12 MONTHS

	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
A. ALL FAMILIES													
SAME OR DOWN	33%	26%	32%	38%	32%	27%	24%	24%	19%	24%	23%	26%	20%
WILL GO UP BY:													
1-2%	6	8	5	9	9	13	12	14	14	16	14	15	16
3-4%	9	10	10	12	14	15	15	18	16	17	16	19	20
5%	15	16	15	15	17	16	16	16	18	17	17	15	18
6-9%	10	13	10	7	10	8	9	8	11	7	8	6	7
10-14%	13	13	13	8	9	9	11	10	11	8	10	9	9
15% or more	8	8	9	6	5	6	6	5	6	5	6	5	6
DK how much up	3	4	4	3	3	4	5	4	4	4	4	4	2
DK,NA	3	2	2	2	1	2	2	1	1	2	2	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	5.4	5.9	5.6	4.3	4.6	4.9	5.1	4.9	5.3	4.4	5.1	4.4	4.9
VARIANCE	61	59	64	53	49	47	45	49	44	38	48	40	47
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
SAME OR DOWN	37%	25%	32%	39%	29%	26%	24%	25%	18%	24%	20%	27%	19%
WILL GO UP BY:													
1-2%	6	8	5	10	9	14	13	15	15	18	14	18	15
3-4%	8	11	10	13	15	18	16	20	19	19	20	22	25
5%	17	17	16	18	19	18	18	18	19	20	20	16	19
6-9%	12	16	12	7	12	9	13	10	13	8	9	5	8
10-14%	13	12	14	6	9	8	9	7	10	5	10	6	8
15% or more	5	7	7	4	4	4	4	2	4	3	4	4	4
DK how much up	1	3	3	2	2	2	2	2	2	2	2	2	1
DK,NA	1	1	1	1	1	1	1	1	*	1	1	*	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	4.5	5.5	5.3	3.6	4.3	4.1	4.4	3.9	4.8	3.7	4.7	3.7	4.4
VARIANCE	40	46	51	36	33	26	28	24	35	21	36	30	30

The questions were: "During the next 12 months, do you think that prices in general will go up, or go down, or stay where they are now?" and "By about what percent do you expect prices to go up, on the average, during the next 12 months?"

* : Less than half of one percent.

CHART 24 - RECENT CHANGES
UNEMPLOYMENT OR INFLATION MORE SERIOUS

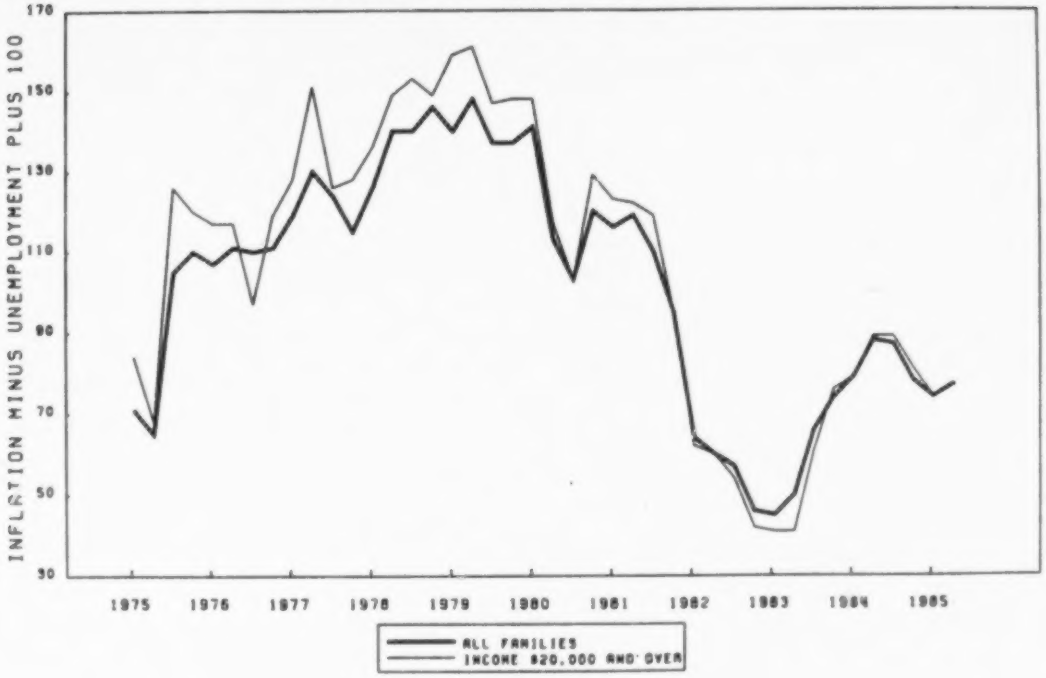

CHART 24 - HISTORICAL SERIES
UNEMPLOYMENT OR INFLATION MORE SERIOUS

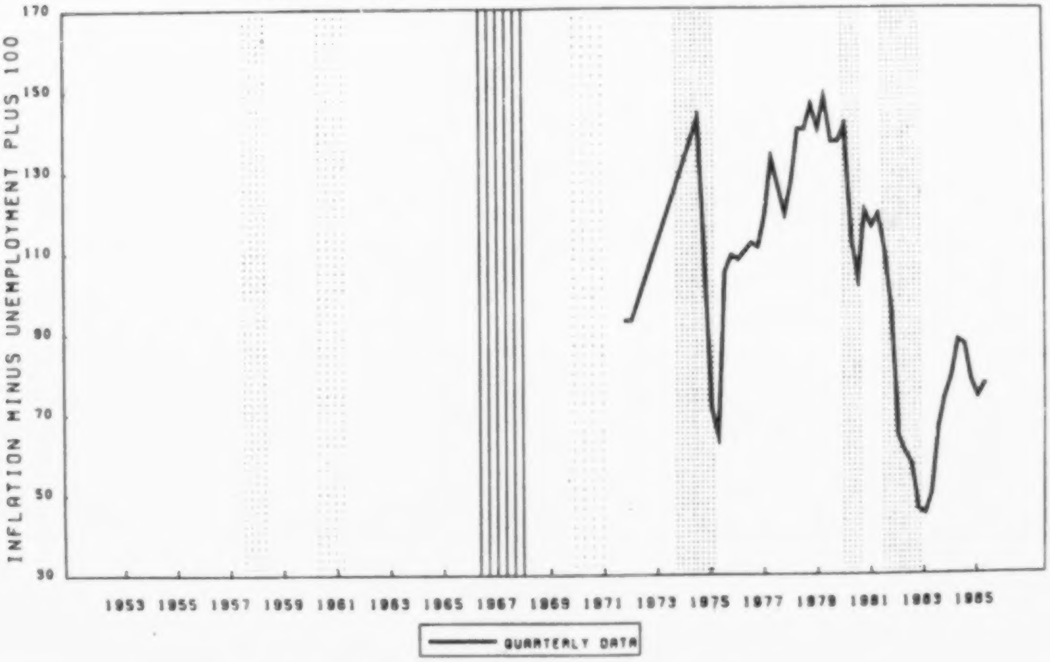

TABLE 24

UNEMPLOYMENT OR INFLATION MORE SERIOUS ECONOMIC HARDSHIP

A. ALL FAMILIES

	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
UNEMPLOYMENT	64%	66%	72%	73%	71%	63%	59%	56%	53%	52%	57%	59%	58%
BOTH EQUALLY SERIOUS	11	10	9	7	7	7	6	6	5	6	7	5	5
INFLATION	24	23	18	18	21	29	33	35	40	39	34	33	34
DK,NA	1	1	1	2	1	1	2	3	2	3	2	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

B. FAMILIES WITH INCOMES OF $20,000 AND OVER

	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
UNEMPLOYMENT	65%	69%	76%	76%	77%	66%	59%	58%	53%	53%	55%	60%	59%
BOTH EQUALLY SERIOUS	9	8	5	6	4	6	5	4	4	4	6	4	4
INFLATION	25	23	18	18	18	28	35	37	42	41	36	34	35
DK,NA	1	*	1	*	1	*	1	1	1	2	3	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Which of the two problems--unemployment or inflation--do you think will cause the more serious economic hardship for people during the next year or so?"

* : Less than half of one percent.

CHART 25 - RECENT CHANGES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

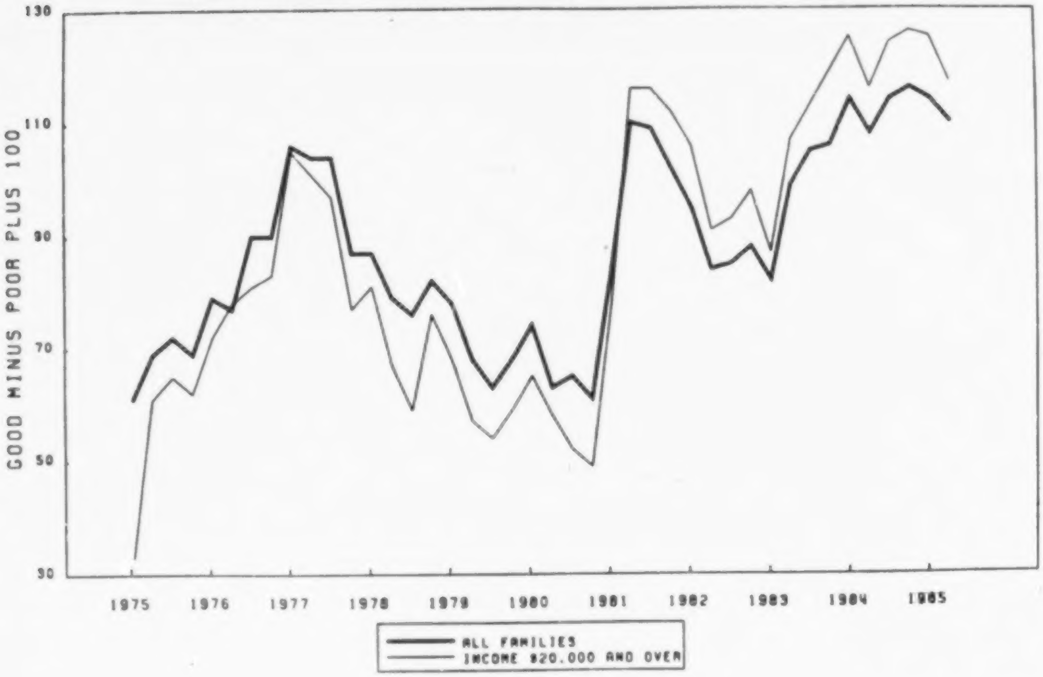

CHART 25 - HISTORICAL SERIES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

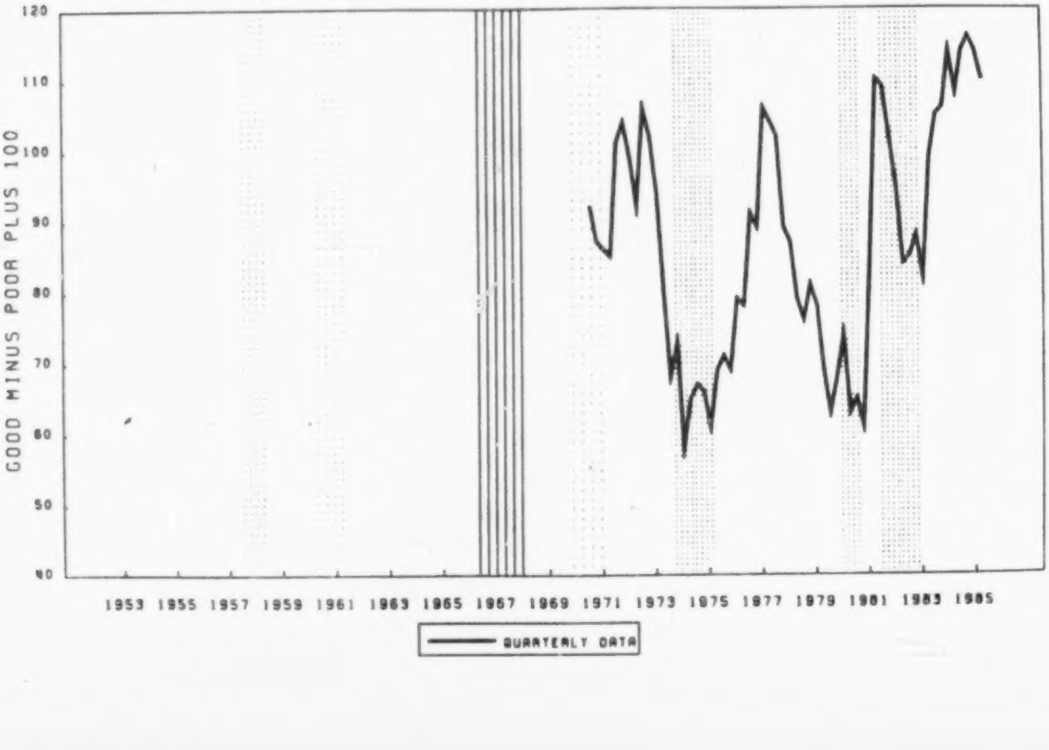

TABLE 25

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
A. ALL FAMILIES													
A GOOD JOB	19%	18%	20%	18%	21%	27%	27%	32%	28%	33%	33%	33%	29%
ONLY FAIR	43	46	44	44	54	49	50	48	50	46	47	46	51
A POOR JOB	35	33	32	36	23	22	21	18	20	19	18	19	18
DK,NA	3	3	4	2	2	2	2	2	2	2	2	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
A GOOD JOB	22%	22%	25%	19%	25%	31%	33%	38%	31%	38%	40%	39%	34%
ONLY FAIR	45	47	45	47	55	50	51	47	51	46	45	46	49
A POOR JOB	31	29	26	32	19	18	15	14	16	15	15	14	16
DK,NA	2	2	4	2	1	1	1	1	2	1	*	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "As to the economic policy of the government--I mean steps taken to fight inflation or unemployment--would you say the government is doing a good job, only fair, or a poor job?"

* : Less than half of one percent.

CHART 26 - RECENT CHANGES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

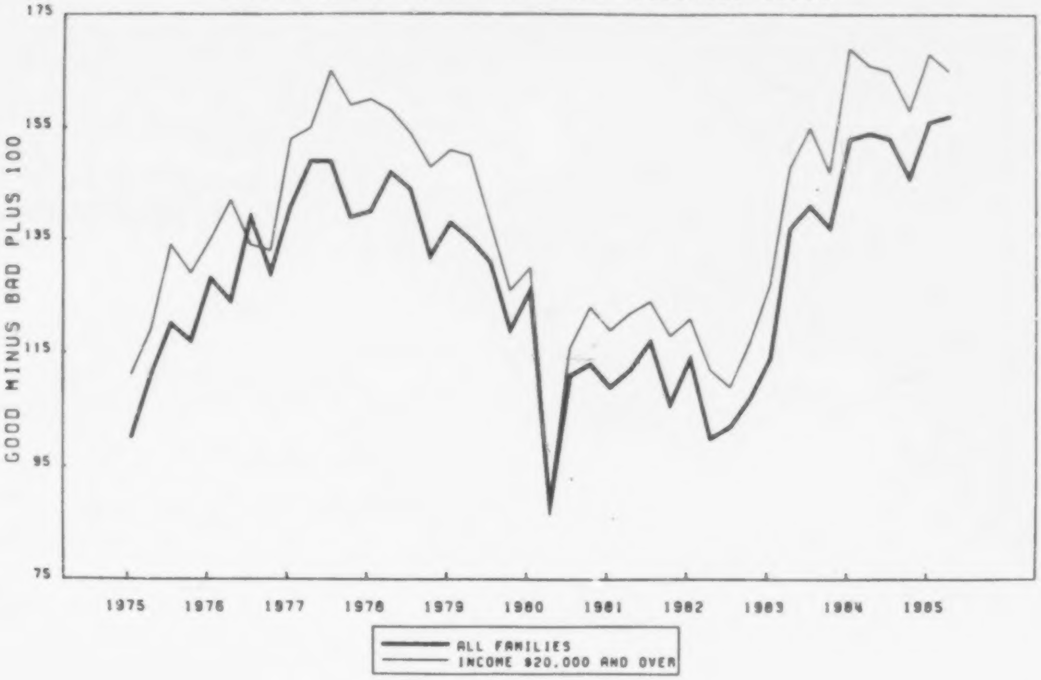

CHART 26 - HISTORICAL SERIES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

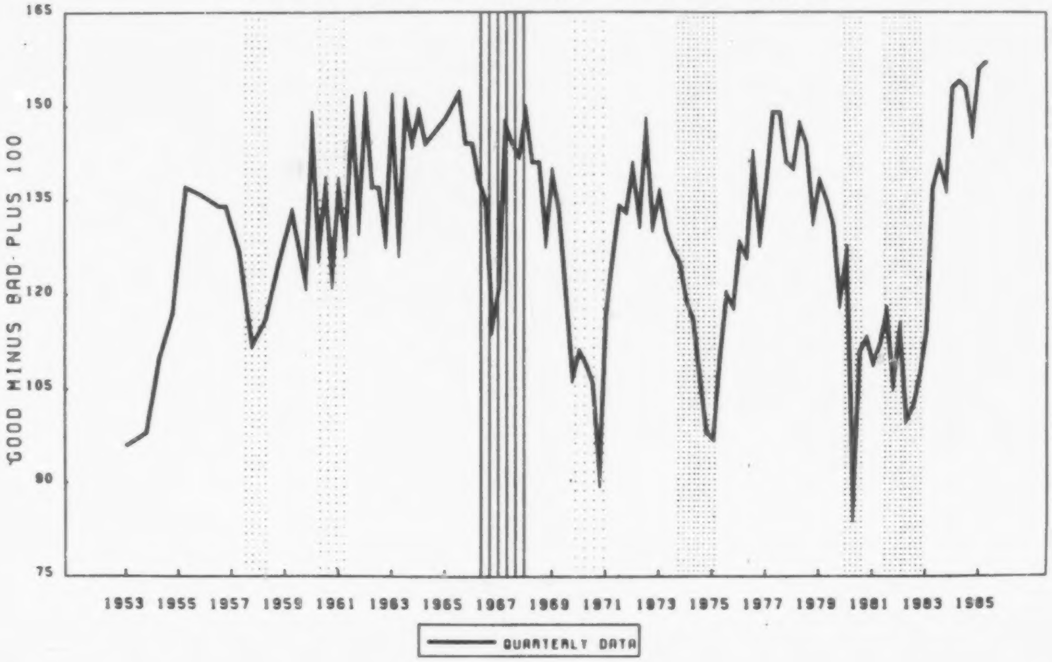

TABLE 26

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
A. ALL FAMILIES													
GOOD TIME TO BUY	43%	44%	48%	53%	64%	65%	63%	71%	72%	71%	68%	74%	74%
UNCERTAIN, DEPENDS	14	14	12	9	8	10	11	10	10	10	10	8	8
BAD TIME TO BUY	43	42	40	38	28	25	26	19	18	19	22	18	18
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY	48%	47%	52%	59%	70%	73%	69%	81%	79%	78%	75%	81%	79%
UNCERTAIN, DEPENDS	15	15	13	9	8	8	8	7	8	9	8	6	7
BAD TIME TO BUY	37	38	35	32	22	19	23	12	13	13	17	13	14
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?"

CHART 27A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

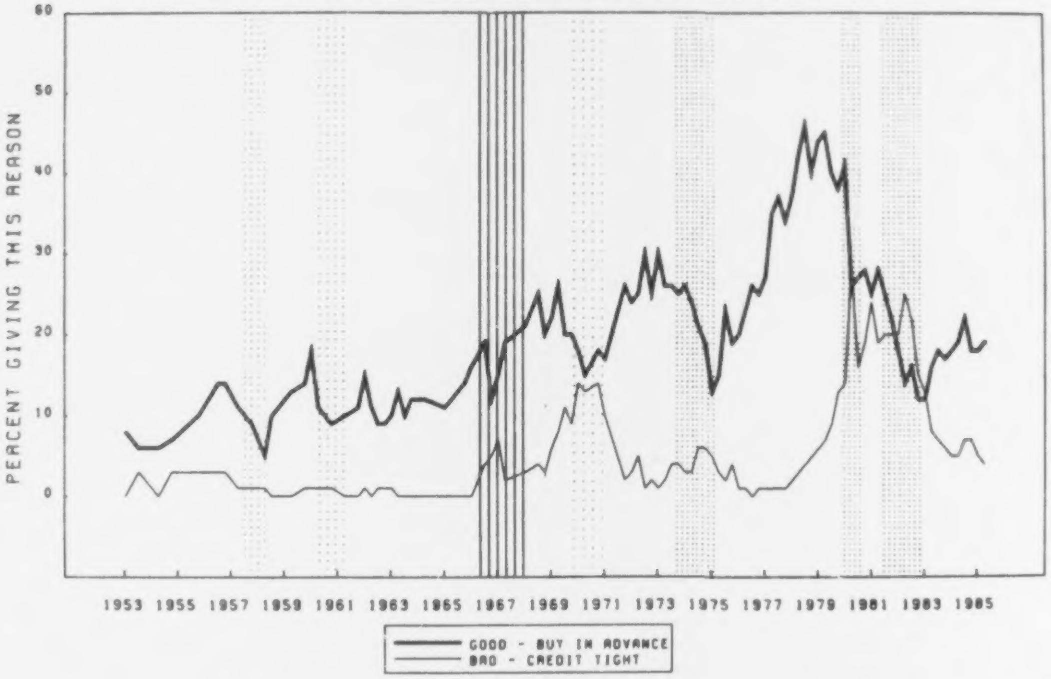

CHART 27B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

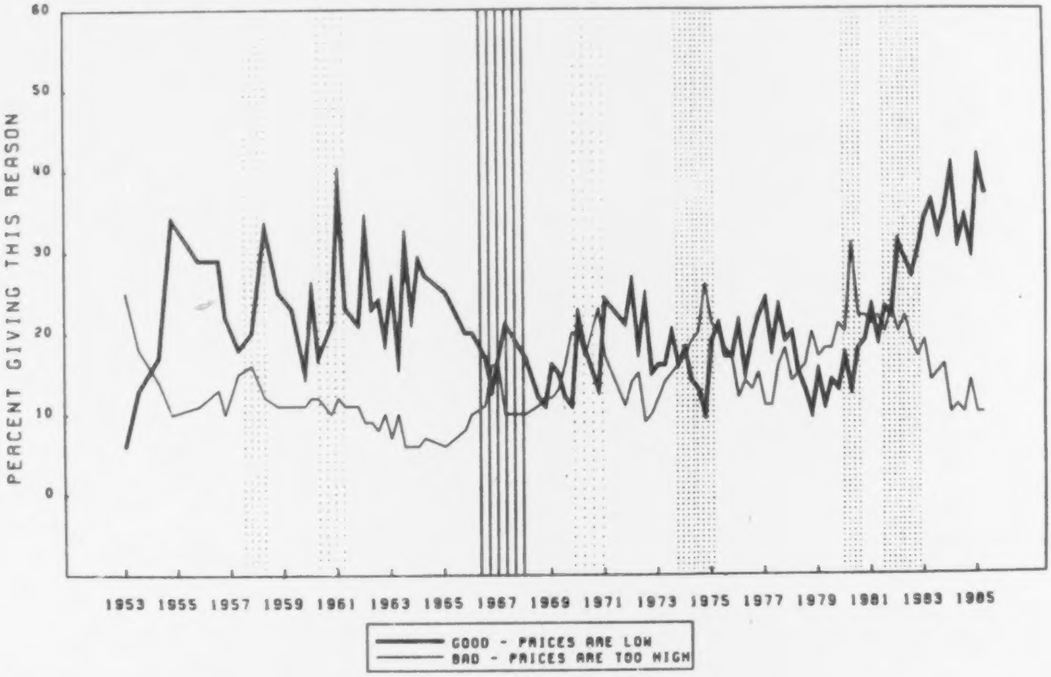

TABLE 27

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS +

	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
A. ALL FAMILIES													
GOOD TIME TO BUY:													
Prices are low; good buys available	29%	27%	30%	34%	36%	32%	35%	40%	31%	34%	30%	41%	37%
Prices won't come down; are going higher	14	16	12	12	16	18	17	18	19	22	18	18	19
Interest rates low; credit is easy	2	3	6	9	14	12	7	10	12	9	11	11	12
BAD TIME TO BUY:													
Prices are high	22	19	17	19	14	15	16	10	11	10	14	10	10
Interest rates are high; credit is tight	25	22	15	13	8	7	6	5	5	7	7	5	4
Lack of purchasing power	20	20	22	19	14	10	10	8	6	6	7	8	7
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY:													
Prices are low; good buys available	33%	34%	35%	39%	39%	37%	42%	45%	36%	38%	37%	46%	40%
Prices won't come down; are going higher	16	17	12	14	19	20	18	21	22	22	19	19	21
Interest rates low; credit is easy	2	4	7	11	17	16	8	13	14	12	12	13	16
BAD TIME TO BUY:													
Prices are high	18	16	13	12	11	11	14	6	8	7	10	6	7
Interest rates are high; credit is tight	26	27	17	14	7	6	6	5	6	6	6	5	5
Lack of purchasing power	16	17	20	18	11	7	7	4	3	4	5	6	6

Responses to the query: "Why do you say so?" following the question on Table 26.

+ : May add to more than 100% due to multiple mentions.

CHART 28 - RECENT CHANGES
BUYING CONDITIONS FOR HOUSES

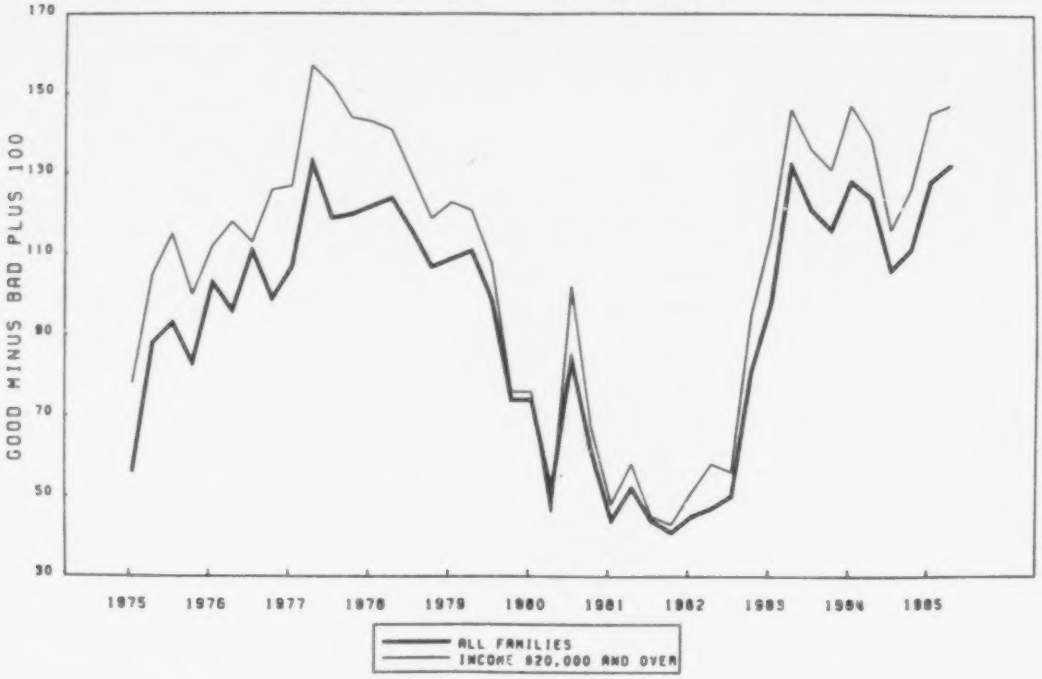

CHART 28 - HISTORICAL SERIES
BUYING CONDITIONS FOR HOUSES

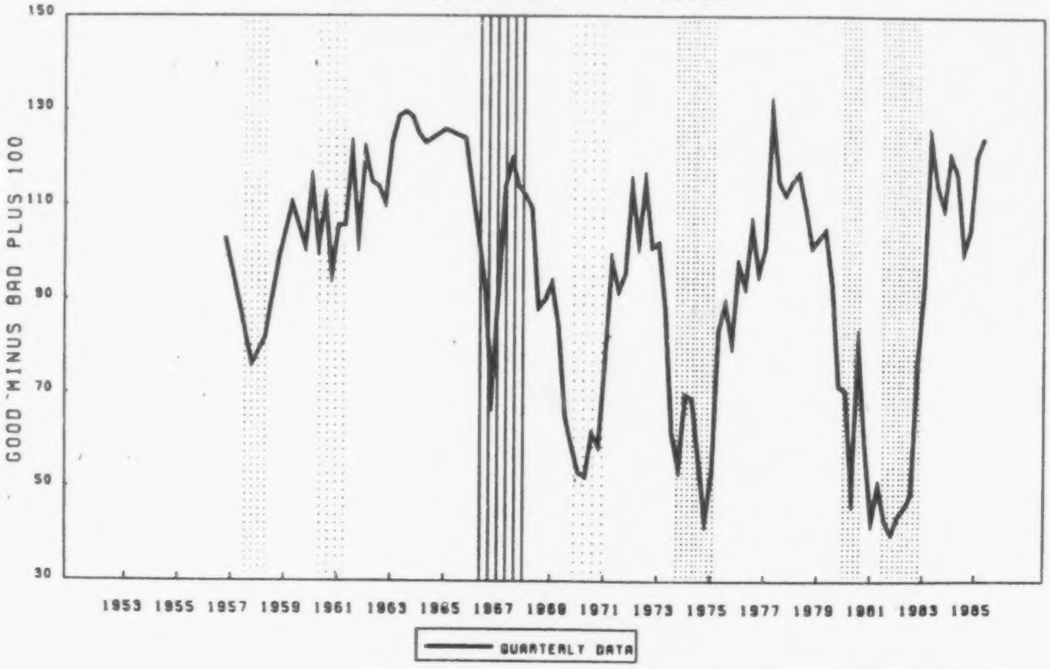

TABLE 28

BUYING CONDITIONS FOR HOUSES

	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
A. ALL FAMILIES													
GOOD TIME TO BUY	20%	21%	38%	48%	64%	58%	55%	61%	59%	50%	53%	62%	64%
UNCERTAIN, DEPENDS	7	8	5	2	4	4	6	5	5	6	5	4	4
BAD TIME TO BUY	73	71	57	50	32	38	39	34	36	44	42	34	32
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY	25%	24%	45%	56%	72%	66%	63%	72%	68%	55%	61%	71%	72%
UNCERTAIN, DEPENDS	7	7	5	2	2	4	4	4	3	5	4	3	3
BAD TIME TO BUY	68	69	50	42	26	30	33	24	29	40	35	26	25
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Generally speaking, do you think now is a good time or a bad time to buy a house?"

CHART 29A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

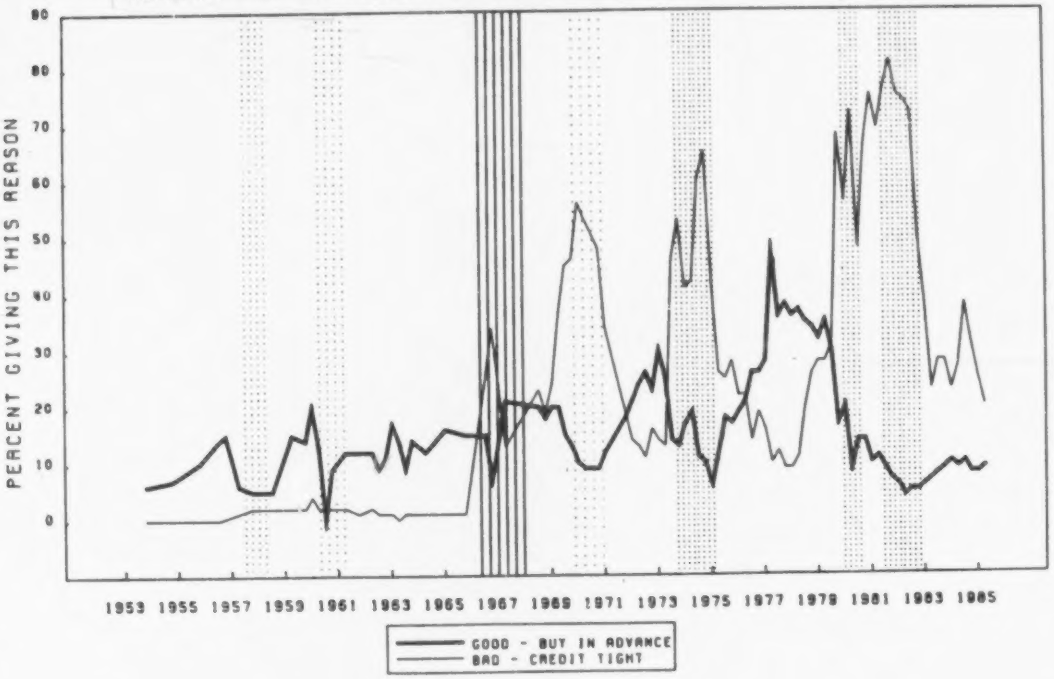

CHART 29B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

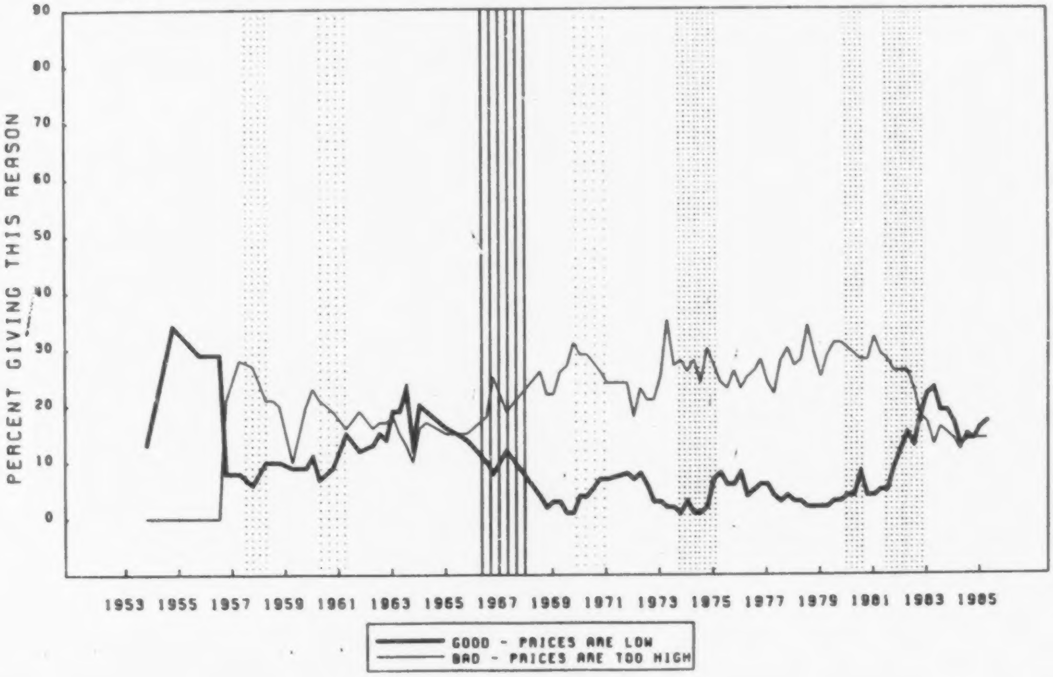

TABLE 29

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES +

	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
A. ALL FAMILIES													
GOOD TIME TO BUY:													
Prices are low; good buys available	15%	13%	18%	22%	23%	19%	19%	17%	13%	14%	14%	16%	17%
Prices won't come down; are going higher	4	5	5	6	7	8	9	10	9	10	8	8	9
Interest rates low; credit is easy	6	10	29	40	57	47	40	47	45	35	39	49	49
Good investment	5	3	4	4	5	6	6	7	6	5	6	6	6
BAD TIME TO BUY:													
Prices are high	26	23	18	17	13	16	15	14	12	15	14	14	14
Interest rates are high; credit is tight	74	72	50	38	23	28	28	23	27	38	31	25	20
Lack of purchasing power	21	23	23	22	14	13	15	11	11	11	12	11	12
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY:													
Prices are low; good buys available	21%	19%	24%	27%	28%	23%	23%	21%	16%	17%	18%	21%	22%
Prices won't come down; are going higher	6	4	5	7	8	9	9	10	12	12	9	9	10
Interest rates low; credit is easy	8	13	36	50	66	56	49	59	54	43	47	60	59
Good investment	5	3	5	5	5	7	6	9	8	6	6	7	6
BAD TIME TO BUY:													
Prices are high	23	18	16	13	9	12	13	11	10	12	11	11	11
Interest rates are high; credit is tight	73	77	48	37	21	27	26	19	26	38	31	22	20
Lack of purchasing power	17	18	16	16	9	10	9	5	7	8	7	7	8

Responses to the query: "Why do you say so?" following the question on Table 28.

+ : May add to more than 100% due to multiple mentions.

CHART 30 - RECENT CHANGES
BUYING CONDITIONS FOR CARS

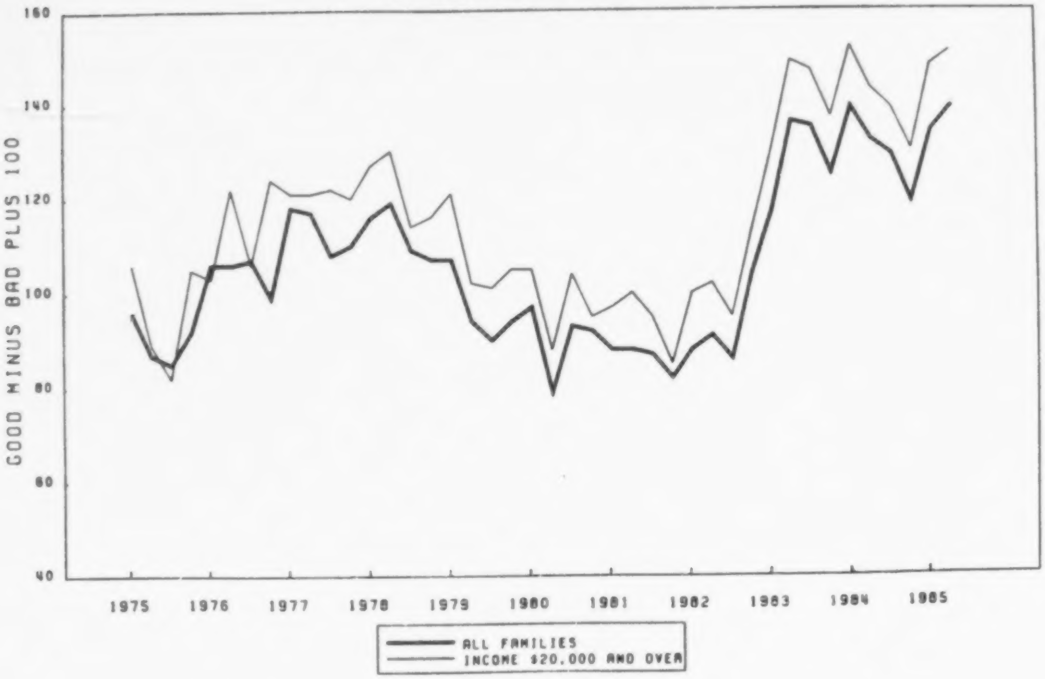

CHART 30 - HISTORICAL SERIES
BUYING CONDITIONS FOR CARS

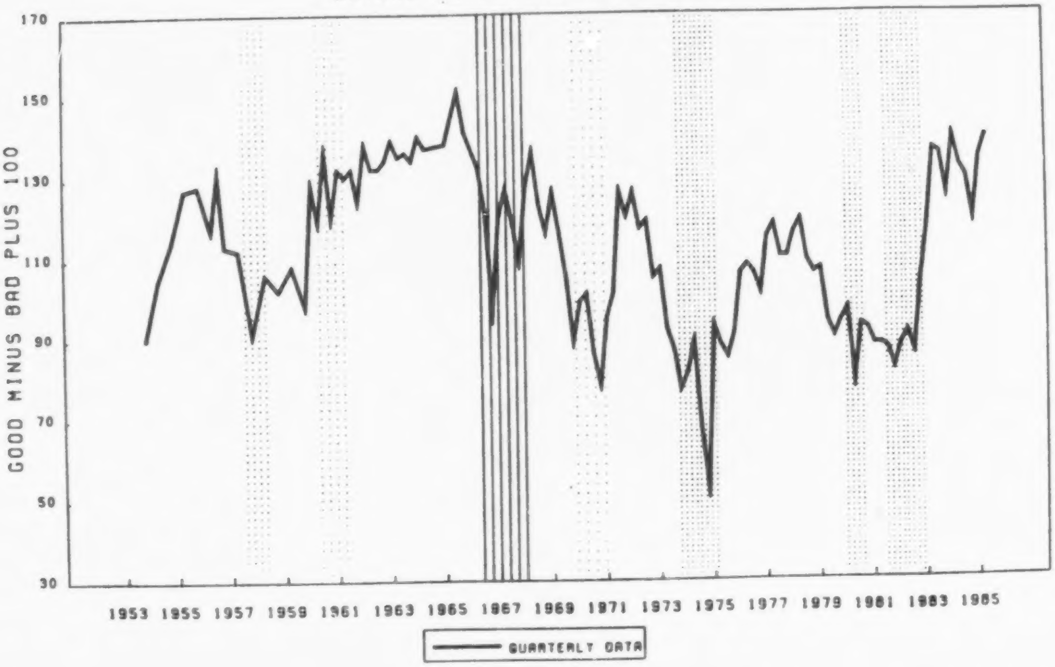

TABLE 30

BUYING CONDITIONS FOR CARS

	Apr- June 1982	Jul- Sept 1982	Oct- Dec. 1982	Jan- Mar. 1983	Apr- June 1983	Jul- Sept 1983	Oct- Dec. 1983	Jan- Mar. 1984	Apr- June 1984	Jul- Sept 1984	Oct- Dec. 1984	Jan- Mar. 1985	Apr- June 1985
A. ALL FAMILIES													
GOOD TIME TO BUY	41%	37%	47%	55%	65%	64%	58%	64%	61%	60%	55%	63%	67%
UNCERTAIN; DEPENDS	9	11	9	7	6	7	9	11	10	9	10	8	6
BAD TIME TO BUY	50	52	44	38	29	29	33	25	29	31	35	29	27
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY	48%	43%	53%	61%	72%	72%	65%	72%	68%	66%	61%	71%	73%
UNCERTAIN; DEPENDS	6	9	8	8	5	4	7	7	7	7	7	5	4
BAD TIME TO BUY	46	48	39	31	23	24	28	21	25	27	32	24	23
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Speaking now of the automobile market--do you think the next 12 months or so will be a good time or a bad time to buy a car?"

CHART 31A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

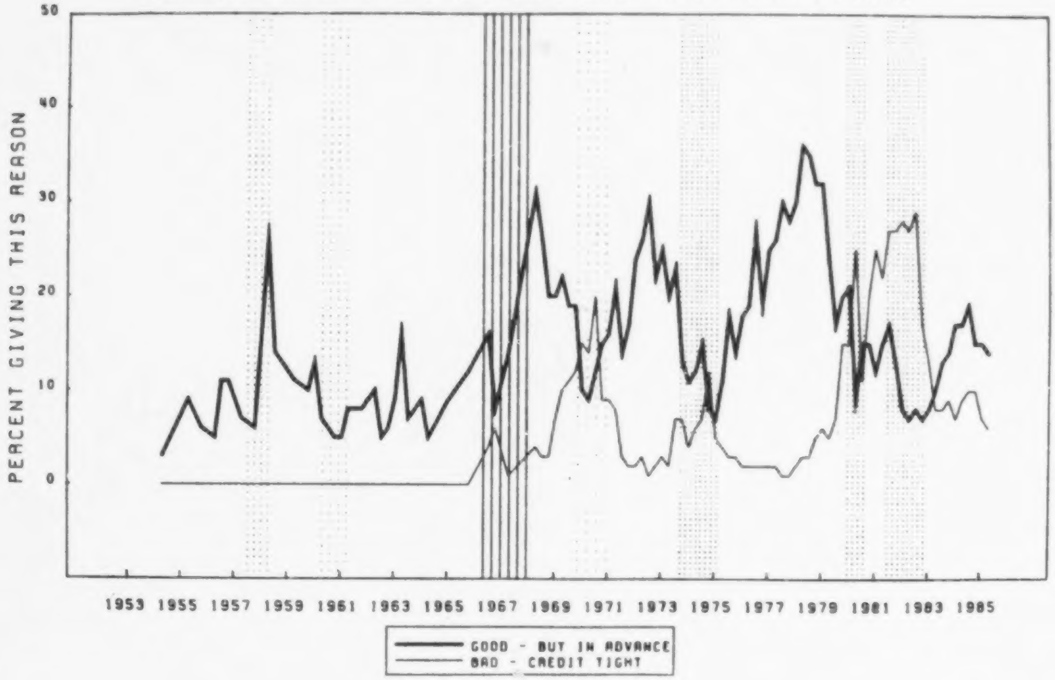

CHART 31B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

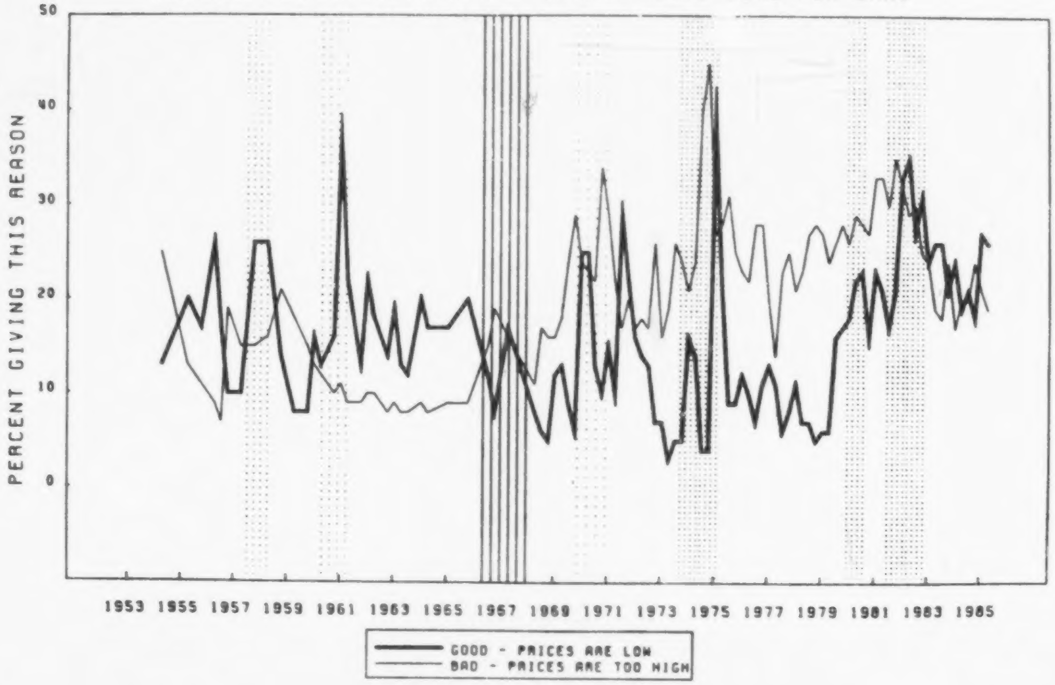

TABLE 31

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS +

	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
A. ALL FAMILIES													
GOOD TIME TO BUY:													
Prices are low; good buys available	35%	27%	31%	24%	26%	26%	21%	24%	19%	21%	18%	27%	26%
Prices won't come down; are going higher	7	8	7	8	10	13	14	17	17	19	15	15	14
Interest rates low; credit is easy	8	7	19	33	40	33	20	22	19	19	16	23	29
New fuel efficient models	1	1	1	2	1	2	2	1	2	1	1	1	1
BAD TIME TO BUY:													
Prices are high	29	30	25	24	19	18	24	17	20	20	24	21	19
Interest rates are high; credit is tight	27	29	17	13	8	8	9	7	9	10	10	7	6
Lack of purchasing power	12	13	14	11	7	7	6	4	4	5	7	6	5
Price of gas; shortages	1	1	1	*	1	*	*	*	*	*	*	*	*
Poor selection; quality	8	8	7	5	5	4	6	4	3	4	4	4	4
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY:													
Prices are low; good buys available	41%	35%	34%	30%	30%	30%	24%	28%	21%	24%	21%	32%	29%
Prices won't come down; are going higher	6	9	6	8	11	15	16	19	20	22	17	15	17
Interest rates low; credit is easy	11	10	25	39	46	41	24	28	24	23	19	31	36
New fuel efficient models	1	2	1	1	1	1	3	1	2	2	1	1	2
BAD TIME TO BUY:													
Prices are high	26	29	25	20	17	16	22	16	17	19	22	18	16
Interest rates are high; credit is tight	29	30	19	13	6	7	9	7	9	11	10	7	6
Lack of purchasing power	10	10	10	5	4	5	4	2	3	3	5	3	4
Price of gas; shortages	1	1	*	*	*	*	*	*	*	*	*	*	*
Poor selection; quality	8	8	7	6	4	4	5	3	3	3	4	4	3

Responses to the query: "Why do you say so?" following the question on Table 30.

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

CHART 32 - RECENT CHANGES
PLANS TO PURCHASE AN AUTOMOBILE DURING THE NEXT 12 MONTHS

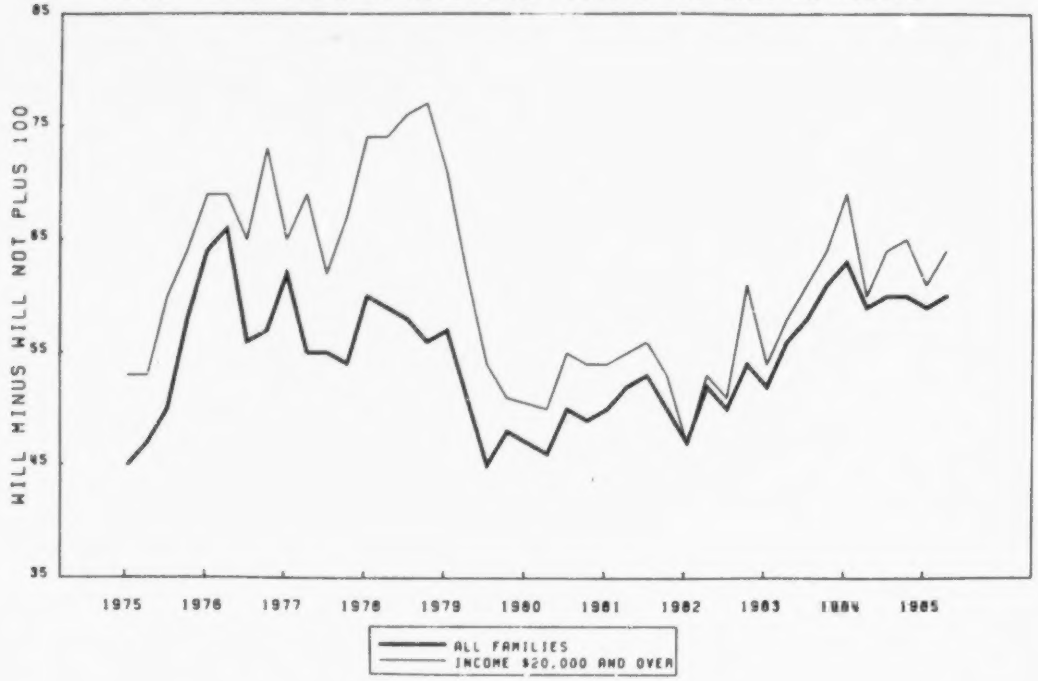

CHART 32 - HISTORICAL SERIES
PLANS TO PURCHASE AN AUTOMOBILE DURING THE NEXT 12 MONTHS

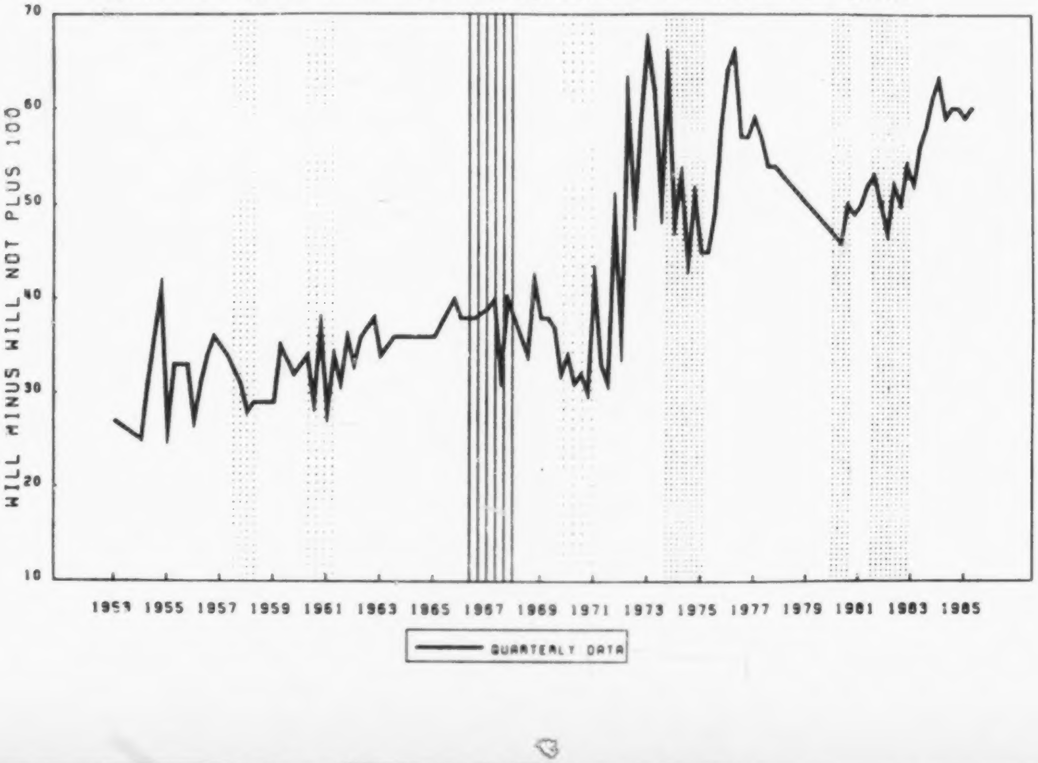

TABLE 32

PLANS TO PURCHASE AN AUTOMOBILE DURING THE NEXT 12 MONTHS

	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
A. ALL FAMILIES													
PROBABLY WILL BUY	18%	16%	19%	17%	19%	20%	21%	22%	20%	21%	20%	19%	20%
CHANCES ARE EVEN	7	7	8	8	8	7	9	9	9	8	9	9	8
PROBABLY WILL NOT BUY	66	67	65	65	62	62	60	59	61	61	61	61	60
DK,NA	9	10	8	10	11	11	10	10	10	10	10	11	12
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
PROBABLY WILL BUY	22%	21%	25%	22%	23%	25%	26%	29%	24%	26%	27%	25%	26%
CHANCES ARE EVEN	7	7	8	8	9	8	9	10	9	8	9	9	8
PROBABLY WILL NOT BUY	69	70	64	68	65	64	62	59	63	62	62	63	63
DK,NA	2	2	3	2	3	3	3	2	4	4	2	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "What do you think are the chances that you (or anyone else in your family living there) will buy or lease a car during the next 12 months--would you say you probably will, probably will not, or are the chances about even, or what?"

TABLE 33

CURRENT VEHICLE PURCHASE INTENTIONS

	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
A. ALL FAMILIES													
PROPORTION WITH CURRENT PURCHASE INTENTIONS:	25%	23%	27%	25%	27%	27%	30%	31%	29%	29%	29%	28%	28%
PURCHASE TYPE:													
Buy new	11	11	12	12	13	13	17	15	15	14	14	15	15
Buy used	12	10	12	11	12	12	10	14	12	12	13	12	11
Lease	1	1	2	1	1	1	2	1	1	2	1	1	1
DK,NA	1	1	1	1	1	1	1	1	1	1	1	*	1
PURCHASE TIMING:													
Next 3 months	4	4	4	3	3	4	4	3	4	4	5	3	5
Next 4-6 months	6	5	6	6	8	6	6	9	8	6	6	8	8
Next 7-9 months	6	3	6	7	8	4	9	7	7	4	8	9	6
10 months or more	4	5	6	5	3	7	7	6	5	8	6	5	5
DK,NA	5	6	5	4	5	6	4	6	5	7	4	3	4
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
PROPORTION WITH CURRENT PURCHASE INTENTIONS:	29%	28%	33%	30%	32%	33%	35%	39%	33%	34%	36%	34%	34%
PURCHASE TYPE:													
Buy new	15	15	17	17	18	17	22	21	17	20	20	22	20
Buy used	11	11	13	11	12	13	10	15	13	11	13	10	11
Lease	2	1	2	1	1	2	2	2	2	2	2	2	2
DK,NA	1	1	1	1	1	1	1	1	1	1	1	*	1
PURCHASE TIMING:													
Next 3 months	3	5	4	3	4	5	5	5	5	5	7	5	6
Next 4-6 months	8	6	7	8	10	8	8	12	9	9	8	11	11
Next 7-9 months	8	5	8	7	8	4	10	10	9	5	10	11	7
10 months or more	5	6	8	7	4	10	8	7	9	9	8	5	5
DK,NA	5	6	6	5	6	6	4	5	5	6	3	2	5

If response was "PROBABLY WILL BUY" or "CHANCES ARE EVEN" in Table 32, then the questions were: "If you do buy or lease a car, would it be a new car, or a used car?" , "Would you buy or lease?" and "When do you think you might buy or lease a car?"

* : Less than half of one percent.

TABLE 34

FUTURE VEHICLE PURCHASE INTENTIONS

	Apr-June 1982	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985
A. ALL FAMILIES													
PROPORTION WITH FUTURE PURCHASE INTENTIONS:	66%	67%	65%	65%	62%	62%	60%	59%	61%	61%	61%	61%	60%
PURCHASE TYPE:													
Would buy new	36	38	37	33	37	34	35	33	34	34	33	34	35
Would buy used	28	27	26	30	24	26	24	24	26	25	27	26	24
DK,NA	2	2	2	2	1	2	1	2	1	2	1	1	1
PURCHASE TIMING:													
Less than 2 years	5	5	6	7	7	8	6	7	7	6	7	8	7
2 years	22	21	22	20	22	22	20	19	21	21	21	19	22
3 years	12	12	10	10	11	9	10	9	9	10	10	10	11
4 years or more	19	20	18	21	18	17	18	17	17	16	16	18	15
Indefinite	2	3	3	2	1	2	1	3	2	3	2	2	1
DK,NA	6	6	6	5	3	4	5	4	5	5	5	4	4
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
PROPORTION WITH FUTURE PURCHASE INTENTIONS:	69%	70%	64%	68%	65%	64%	62%	59%	63%	62%	62%	63%	63%
PURCHASE TYPE:													
Would buy new	42	48	40	41	42	41	42	38	42	38	39	40	42
Would buy used	25	21	22	26	22	22	19	19	20	22	22	23	20
DK,NA	2	1	2	1	1	1	1	2	1	2	1	*	1
PURCHASE TIMING:													
Less than 2 years	7	5	7	8	8	9	6	8	7	7	6	8	7
2 years	26	25	24	25	24	26	23	21	24	24	25	23	24
3 years	14	15	11	11	12	10	12	11	10	11	11	12	14
4 years or more	17	19	17	21	18	16	17	16	18	17	17	18	15
Indefinite	1	2	2	1	1	1	1	1	1	1	1	1	1
DK,NA	4	4	3	2	2	2	3	2	3	2	2	1	2

If response was "PROBABLY WILL NOT BUY" in Table 32, then the questions were: "If you were to buy a car, would it be a new car or a used car? and "How long do you think it may be before will buy or lease a car?"

* : Less than half of one percent.

EXPLANATORY CHARTS

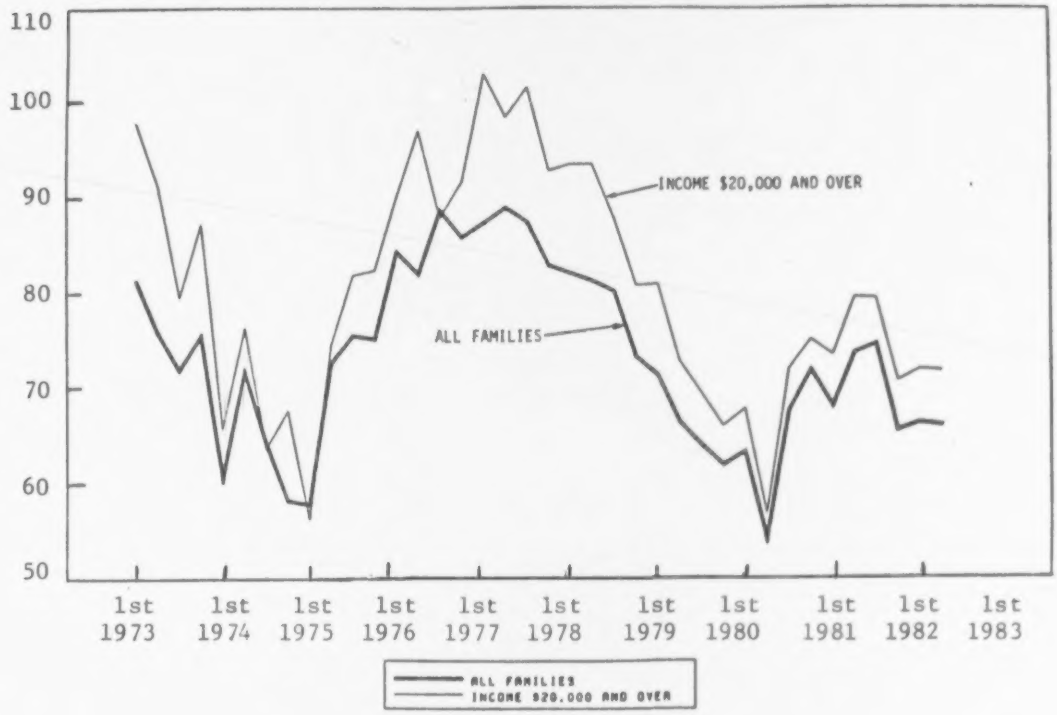
CHART 1 - RECENT CHANGES
THE INDEX OF CONSUMER SENTIMENT

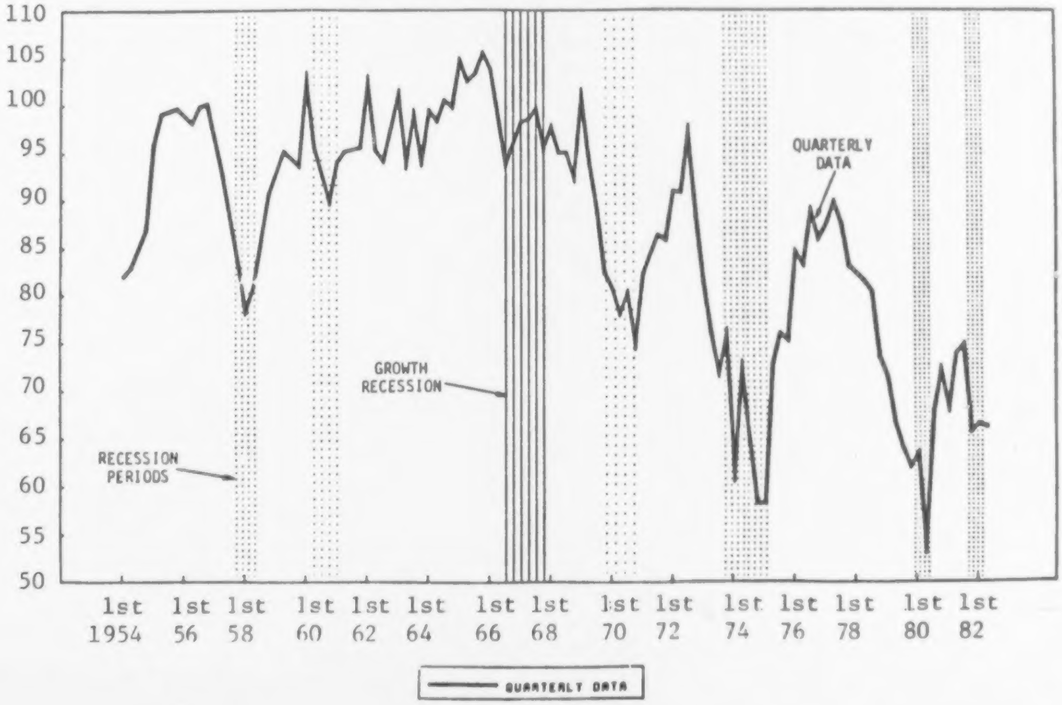
CHART 1 - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT

DESCRIPTION OF CHART LINES

ALL FAMILIES: Quarterly data for the total sample.

QUARTERLY DATA: Data collected by surveys conducted at three-month intervals before 1978, and collected in three monthly surveys per quarter from 1978 to the present.

TIME SCALE LABELS

Each tic mark on the time scale represents the first quarter of the indicated year.

NATIONAL BUREAU OF ECONOMIC RESEARCH, REFERENCE DATES FOR RECESSIONS

DATES:
November 1948 - October 1949
July 1953 - May 1954
August 1957 - April 1958
April 1960 - February 1961
June 1966 - November 1967*
December 1969 - November 1970
November 1973 - March 1975
January 1980 - July 1980
July 1981 - November 1982

Notes:

RECESSION PERIOD: Reduction in the national output of goods and services, generally lasting at least two quarters.

*GROWTH RECESSION: Retardation in the rate of growth of output and employment (usually followed by a recession and always the initial stage of a recession).

APPROXIMATE SAMPLING ERRORS[a] OF SURVEY FINDINGS

(In percentages by size of sample or subgroup)

Reported Percentages	Number of Interviews 700[b]	1,400[c]	2,100[d]
50	4.2	3.2	2.8
30 or 70	3.8	2.9	2.5
20 or 80	3.4	2.6	2.2
10 or 90	2.5	1.9	1.6
5 or 95	1.8	1.4	1.2

---

[a] The figures in this table represent two standard errors. Hence, for most items the chances are 95 in 100 that the value being estimated lies within a range equal to the reported percentages, plus or minus the sampling error.

[b] Average size of monthly surveys.

[c] Average size of two monthly surveys.

[d] Average size of three monthly surveys (one quarter).

7/17/85 47475-1A

July 12, 1985

JUNE 1985 QUARTERLY REPORT

UNIVERSITY OF MICHIGAN

Surveys of Consumer Attitudes

Richard T. Curtin, *Director*

July 12, 1985

Second Quarter Surveys
April-June 1985

BUYING ATTITUDES REGAIN PEAK LEVELS

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April-June 1985 TABLES AND CHARTS

Spring 1985 ECONOMIC OUTLOOK USA

Monitoring Economic Change Program
Institute for Social Research • P.O. Box 1248 • Ann Arbor, Michigan 48106-1248 • (313) 763-5224

Highlights

- In the second quarter 1985 survey, the Index of Consumer Sentiment was 94.3, insignificantly below the 94.5 recorded one quarter earlier, and just 5.2 Index-points below the 1984 cyclical peak of 99.5. The Index has remained at very favorable levels for over two years, with the second quarter figure above the two year earlier reading of 91.5. This represents the longest period of sustained optimism since the 1960s. Recent declines in interest rates have heightened favorable buying attitudes and supported a more favorable outlook for the economy as a whole.

- Among families with incomes of $25,000 or more, the Index was 104.2 in the second quarter 1985 survey, below the 105.7 recorded one year earlier, but above the two year earlier figure of 100.8.

- Lower interest rates and favorable perceptions of market prices have maintained buying attitudes at record favorable levels. In the second quarter 1985 survey, two-thirds of all families favorably rated current buying conditions for homes, vehicles, and large household durables.

- Although consumers expected slow economic growth during the year ahead in the second quarter survey, they expected it to be accompanied by low rates of inflation, and only to lead to small increases in unemployment. This outlook for slow but sustained growth, given the economic turbulence of past years, has supported the view that good times financially would continue in the country as a whole.

- Consumers' evaluations of their personal financial situation remained at favorable levels in the second quarter 1985 survey, despite slower income growth. Among all families, 41 percent reported financial improvement during the past year, and 36 percent expected improvement during the year ahead. Importantly, just 11 percent of all families expected their financial situation to worsen during the year ahead.

- A favorable financial situation coupled with declines in interest rates supported consumers' willingness to use credit to finance major purchases. In the second quarter of 1985, 30 percent of all families reported their willingness to use credit, the highest proportion in nearly a decade.

● ● ●

The persistence of consumer sentiment at very favorable levels points toward the maintenance of consumer sales at high levels through the start of 1986. Recent declines in interest rates on vehicle and mortgage loans have reestablished buying attitudes to cyclical peak levels. And despite slower income growth, consumers remain willing to use accumulated savings as well as to incur new debt in order to make major purchases.

Buyer's Market: Discounts Become The Norm

In the second quarter 1985 survey, favorable attitudes toward buying conditions regained the cyclical peak levels that were first recorded two years earlier. The recent improvement in buying attitudes has been due to lower interest rates on consumer loans. In addition, favorable perceptions of market prices continue to support these positive buying attitudes.

While the extent of the current improvement has been comparable to prior cycles, the reasons given by consumers for holding these favorable buying attitudes have changed substantially. The cyclical peaks recorded in the 1970s were driven by an inflationary psychology, which created incentives to purchase in advance of the then escalating inflation rates. At the present time, very few consumers cite the advantage of buying in advance of rising prices. In contrast, the current recovery has been built on widespread reports of the availability of price discounts. It is now the positive appeal of discounted prices, not the negative pressures to act before further increases, that determines consumer reactions to prices.

Whereas the 1970s were characterized by higher and more variable inflation rates, in the 1980s, higher and more variable interest rates represent the primary source of uncertainty about future buying conditions. As a result, consumers now view interest rate trends as the most important factor in the timing of their purchases. While negative reactions by consumers to increases in interest rates have been repeatedly documented, only in the 1980s have declines in interest rates become a major factor in purchase decisions.

As a result of these changes in consumer attitudes, the availability of price and interest rate discounts has become the expected norm.

Homes. In the second quarter 1985 survey, the proportion of families that held favorable attitudes toward buying conditions for homes rose to 64 percent, reversing the small decline recorded in the second half of 1984, and equal to the cyclical peak first recorded in the second quarter of 1983. The highest proportion ever recorded was 65 percent in the second quarter of 1977.

Although home buying attitudes are now as favorable as in the late 1970s, the reasons underlying these favorable views are quite different. Whereas in the late 1970s, consumers evaluated buying conditions in terms of expected future prices, consumers now hold favorable perceptions of current prices. At the 1977 peak, 46 percent supported their favorable views by referring to the advantages of buying-in-advance of rising prices. In comparison, at the 1984 peak, just 9 percent gave buy-in-advance price rationales. At the 1977 peak, just 4 percent of all families mentioned the availability of reduced home prices, compared with 22 percent that complained about high prices. In the second quarter 1985 survey, 17 percent mentioned the appeal of currently low home prices, while 14 percent viewed current prices as too high and cause for postponement. Throughout the past two years, favorable references to current home prices have outnumbered unfavorable references, a trend not seen since the 1960s.

In addition to shifting price perceptions, the current recovery in attitudes is distinctive in its reliance on interest rate trends. In the second quarter 1985 survey, 49 percent of all families cited trends in mortgage interest rates in support of their favorable assessments. At the 1977 peak, in comparison, just 12 percent of all families favorably mentioned interest rates when asked to explain their views. During the past year, the reasons underlying these favorable references to mortgage interest rates have shifted from the appeal of borrowing-in-advance of expected increases to the current availability of lower rates. In the second quarter 1985 survey, 40 percent of all families mentioned the current availability of reduced mortgage interest rates, up from 25 percent one year earlier (see Table A). References to the advantages of borrowing-in-advance of future increases in mortgage rates fell to 9 percent in the second quarter of 1985 from a peak of 20 percent one year earlier.

Vehicles. In the second quarter 1985 survey, favorable attitudes toward buying conditions for cars reached new record levels. Among all families, 67 percent held favorable car buying attitudes, just above the prior record of 65 percent set in the second quarter of 1983. The recent improvement, which completely offset the small decline recorded in late 1984, was due to the increased availability of reduced prices and interest rates on vehicle loans. During the past six months, references to price discounts rose to 26 from 18 percent, and references to the current availability of reduced interest rates on vehicle loans rose to 26 from 12 percent.

Household Durables. In both the first and second quarter 1985 surveys, 74 percent of all families held favorable attitudes toward buying conditions for large household durables. This is the highest proportion ever recorded, just above the prior record of 72 percent recorded in the second quarter of 1984. The maintenance of buying attitudes at these very favorable levels has been due to favorable perceptions of current prices. Among all families in the second quarter 1985 survey, 37 percent mentioned the availability of price discounts on household durables, just below the all time record of 41 percent recorded one quarter earlier. Just 10 percent of all families complained about high prices in the second quarter 1985 survey. On balance, these trends represent the most favorable perceptions of market prices for large household durables since the 1960s.

Personal Finances Remain Favorable

Consumers' evaluations of their own financial situation have remained unchanged at favorable levels since the start of 1985. In the first and second quarter 1985 surveys, 41 percent of all families reported that their financial situation had improved, just below the cyclical peak of 45 percent recorded in the first half of 1984. The small decline since 1984 has been due to slower growth in family incomes. Despite this small decline, personal financial evaluations have been more favorable during the past year than during the prior ten years. The primary reason for the sustained improvement in personal finances has been the sustained declines in inflation. This stands in sharp contrast to the pattern recorded during the economic recovery of the late 1970s, when personal finances were increasingly strained by escalating inflation.

Consumers continue to favorably view prospects for their financial situation during the year ahead, in large part because they expect low inflation rates to be maintained. Among all families in the second quarter 1985 survey, 36 percent expected their financial situation to improve, just below the 37 percent recorded one year earlier. Only 11 percent of all families expected their financial situation to worsen during the year ahead. Families' evaluations of their overall financial situation have remained largely unchanged during the past year, reflecting the offsetting impact of slower expected growth in incomes as well as prices. Among all families in the second quarter 1985 survey, the proportion that expected income increases fell to 57 percent from 62 percent one year earlier, and the proportion that expected increases of 6% or more fell to 30 from 36 percent. At the same time, the expected annual rate of inflation fell to 4.9% in the second quarter 1985 survey from 5.3% one year earlier.

The maintenance of personal finances at favorable levels, coupled with declines in interest rates have led consumers to be more willing to use credit to finance major purchases. In the second quarter 1985 surveys, 30 percent of all families reported that they were not reluctant to use credit, just above the 29 percent recorded one year earlier, and the highest level recorded in nearly a decade (see Table B). Willingness to use accumulated savings to make major purchases was reported by 40 percent of all families in the second quarter of 1985, just below the record 42 percent recorded one year earlier (see Table C).

Prolonged Slow Growth Expected, But No Recession

Although the rapid upward momentum in the national economy has now ended, few consumers expect the economy to slide into recession during the year ahead. Even the slow pace of economic growth expected during the year ahead, following the strong recovery, has meant to consumers the continuation of good times financially in the country as a whole. These favorable overall assessments of economic prospects reflect the substantial positive influence of continued low rates of inflation, partially offset by rising concerns with the more limited job prospects due to slower growth.

In the second quarter 1985 survey, the proportion of families that thought the national economy had improved during the past year was 53 percent, down from 68 percent in the second quarter of 1984. The proportion of families that expected the economy to improve during the year ahead fell to 28 percent in the second quarter 1985 survey, from the cyclical peak of 52 percent in the second quarter of 1983. Most of this decline was recorded one year ago, when the proportion that expected improvement fell to from 52 to 31 percent from 1983 to 1984. During the past year only a small further decline was recorded—from 31 to 28 percent.

Although the proportion of families that expected further improvements has fallen sharply in the last two years, only a small increase was recorded in the number of families that expected worsening economic conditions. Much of the shift in opinion was toward the expectation of an unchanged economy, and much of this shift was recorded one year ago. In the second quarter 1985 survey, 55 percent of all families expected unchanged business conditions, just above the 53 percent recorded one year ago, but significantly above the 39 percent recorded two years earlier. Just 15 percent of all families in the second quarter 1985 survey expected the economy to worsen, up from 14 percent in 1984 and 7 percent in 1983.

Good times financially in the economy as a whole were expected by 57 percent of all families in the second quarter 1985 survey, only marginally below the 61 percent recorded both one and two years earlier. Although the 1985 figure is the lowest recorded during the past two years, these assessments were nonetheless more favorable than at any other time since the 1960s.

Declines in the aggregate unemployment rate were expected by 18 percent of all families in the second quarter 1985 survey, down from 27 percent one year earlier, and the cyclical peak of 40 percent two years earlier. Rising unemployment rates were expected by 27 percent of all families in the second quarter of 1985, up from 20 percent one year earlier, and 15 percent two years earlier. The majority of families in the 1985 survey expected the unemployment rate to remain largely unchanged during the year ahead.

Interest rates were expected to increase during the year ahead by 42 percent of all families in the second quarter 1985 survey, just above the 39 percent recorded one quarter earlier, but substantially below the 66 percent recorded one year earlier. Declines in interest rates were expected by 21 percent of all families in the second quarter 1985 survey, down from 24 percent one quarter earlier, but above the 9 percent recorded in 1984.

Summary Outlook

The persistence of consumer sentiment at very favorable levels points toward the maintenance of consumer sales at high levels through the start of 1986. Recent declines in interest rates on vehicle and mortgage loans have reestablished buying attitudes to cyclical peak levels. And despite slower income growth, consumers remain willing to use accumulated savings as well as to incur new debt in order to make major purchases.

TABLE A

REFERENCES TO INTEREST RATES IN SUPPORT OF FAVORABLE BUYING CONDITIONS

Survey Date	Durables		Houses		Vehicles	
	Low Rates	BiA Rates	Low Rates	BiA Rates	Low Rates	BiA Rates
Jan-Mar 1980	1	3	2	7	1	2
Apr-Jun 1980	1	2	6	3	2	1
Jul-Sep 1980	3	2	16	9	2	1
Oct-Dec 1980	1	2	3	8	1	2
Jan-Mar 1981	1	1	1	4	2	1
Apr-Jun 1981	*	2	3	4	2	1
Jul-Sep 1981	1	1	3	4	3	1
Oct-Dec 1981	1	1	2	2	4	*
Jan-Mar 1982	1	1	4	3	3	1
Apr-Jun 1982	1	1	4	2	8	1
Jul-Sep 1982	2	1	7	3	6	1
Oct-Dec 1982	5	1	25	5	18	1
Jan-Mar 1983	7	1	35	5	31	1
Apr-Jun 1983	12	2	48	9	38	2
Jul-Sep 1983	11	2	36	11	30	3
Oct-Dec 1983	6	1	29	10	18	2
Jan-Mar 1984	8	2	36	11	19	3
Apr-Jun 1984	7	5	25	20	14	6
Jul-Sep 1984	6	3	22	14	13	6
Oct-Dec 1984	8	3	30	9	12	3
Jan-Mar 1985	9	2	41	8	22	2
Apr-Jun 1985	10	2	40	9	26	3

NOTE: The proportions given above provide greater detail than is reported in the quarterly tables (see Tables 27, 29, and 31). The quarterly tables report the total proportion of respondents that made favorable references to credit conditions. The figures above divide this total into those respondents that referred to the current availability of low interest rates, and those that referred to borrowing-in-advance of rising interest rates.

TABLE B

OPINIONS ABOUT WHETHER IT IS A GOOD TIME TO USE CREDIT FOR MAJOR PURCHASES

	Use of Credit...						
Survey Date	OK; not reluctant	Pro-con	Not OK; reluctant	Don't know; NA	Total	# cases	Relative score
Jan-Mar 1976	20%	5%	74%	1%	100%	1184	46
Jan-Mar 1977	22	2	71	5	100	1203	51
Jan-Mar 1978	20	2	77	1	100	1135	43
Jan-Mar 1979	16	1	82	1	100	1228	34
Jan-Mar 1980	19	1	80	*	100	901	39
Jul-Sep 1980	15	1	83	1	100	1793	32
Jan-Mar 1981	12	*	86	2	100	2069	26
Jul-Sep 1981	13	1	83	3	100	2071	30
Jan-Mar 1982	13	1	85	1	100	2088	28
Jul-Sep 1982	12	1	85	2	100	2083	27
Jan-Mar 1983	17	1	79	3	100	1391	38
Jul-Sep 1983	27	1	71	1	100	2057	56
Oct-Dec 1983	26	1	71	2	100	1390	55
Jan-Mar 1984	29	*	69	2	100	2068	60
Apr-Jun 1984	29	*	69	2	100	1075	60
Jul-Sep 1984	27	*	72	1	100	2029	55
Oct-Dec 1984	27	1	71	1	100	2110	56
Jan-Mar 1985	28	*	71	1	100	1295	57
Apr-Jun 1985	30	*	69	1	100	1988	61

* Less than 0.5 percent.

The question was: "If there were something that you wanted to buy, do you think that now is a time when it would be O.K. for you to buy it on credit, or is now a time when you would be especially reluctant to take on new debt?"

TABLE C

OPINIONS ABOUT WHETHER IT IS A GOOD TIME TO USE SAVINGS FOR MAJOR PURCHASES

–(Percentage distribution of families with savings)

Survey Date	Use of Savings...						
	OK; not reluctant	Pro-con	Not OK; reluctant	Don't know; NA	Total	# cases	Relative score
Jan-Mar 1976	33%	6%	59%	2%	100%	1184	74
Jan-Mar 1977	37	3	56	4	100	1097	81
Jan-Mar 1978	32	3	62	3	100	1135	70
Jan-Mar 1979	32	3	63	2	100	1228	69
Jan-Mar 1980	38	1	54	7	100	901	84
Jul-Sep 1980	30	1	60	9	100	616	70
Jan-Mar 1981	28	2	68	2	100	1955	60
Jul-Sep 1981	29	1	68	2	100	2044	61
Jan-Mar 1982	27	2	70	1	100	1945	57
Jul-Sep 1982	25	1	72	2	100	1906	53
Jan-Mar 1983	29	1	66	4	100	1275	63
Jul-Sep 1983	36	*	62	2	100	1868	74
Oct-Dec 1983	35	1	62	2	100	1370	72
Jan-Mar 1984	40	*	57	3	100	1906	83
Apr-Jun 1984	42	*	56	2	100	1921	86
Jul-Sep 1984	40	1	58	1	100	1876	82
Oct-Dec 1984	36	1	62	1	100	1926	74
Jan-Mar 1985	36	1	62	2	100	1189	74
Apr-Jun 1985	40	*	59	1	100	1852	81

*Less than 0.5 percent.

The question was: "If there were a major purchase that you wanted to make, do you think now is a time when it would be O.K. to use some of your savings or is now a time when you would be especially reluctant to use some of your savings?"

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SURVEYS OF CONSUMER ATTITUDES

MONITORING ECONOMIC CHANGE PROGRAM

SURVEY RESEARCH CENTER
UNIVERSITY OF MICHIGAN

Institute for Social Research

TABLES AND CHARTS

SEPTEMBER 1985

The September 1985 survey is the 204th in a series of surveys of consumer attitudes conducted by the Survey Research Center at The University of Michigan. Initiated in 1946, these periodic surveys provide regular assessments of consumer attitudes and expectations, and are used to evaluate economic trends and prospects. The surveys are designed to explore why changes in consumer attitudes and expectations occur, and how these changes influence consumer spending and saving decisions.

Two charts highlight recent changes and historical patterns for most questions. Both recent change charts and historical series charts include quarterly data before 1978, and 3 month averages starting in January of 1978. See the explanatory charts at the end of this book for a detailed description.

All surveys are subject to sampling error because not all members of the population are interviewed. Most results on the total sample for this monthly survey will differ by no more than 4 percentage points in either direction from what would have been obtained by using the same methods on the entire population. See the back of this book for sampling error information.

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CHART 1 - RECENT CHANGES
THE INDEX OF CONSUMER SENTIMENT

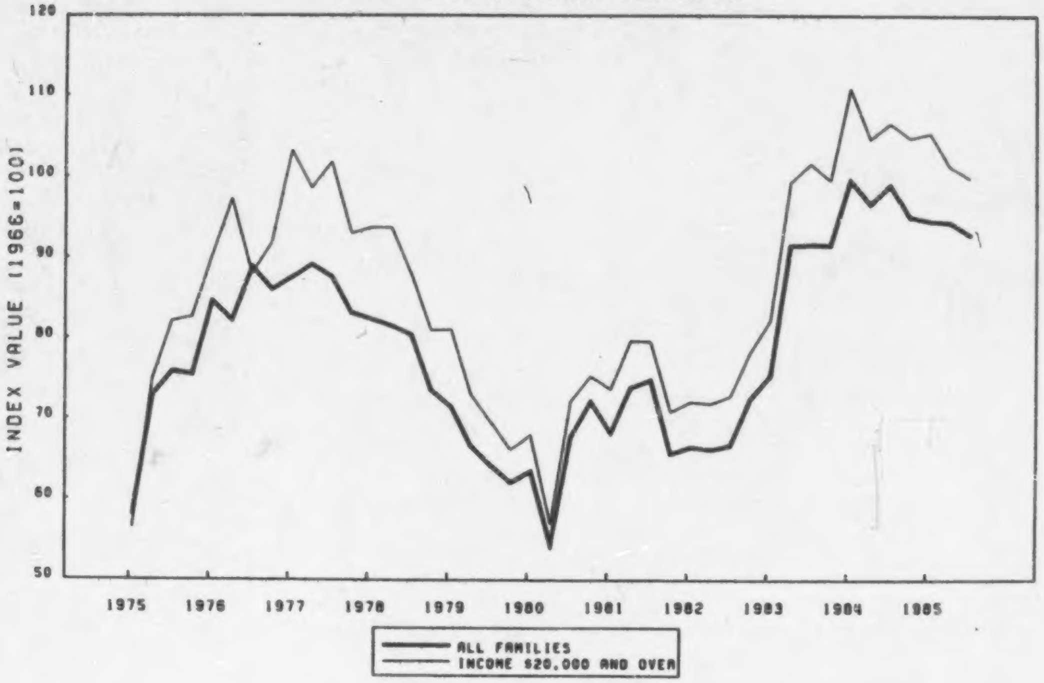


CHART 1 - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT

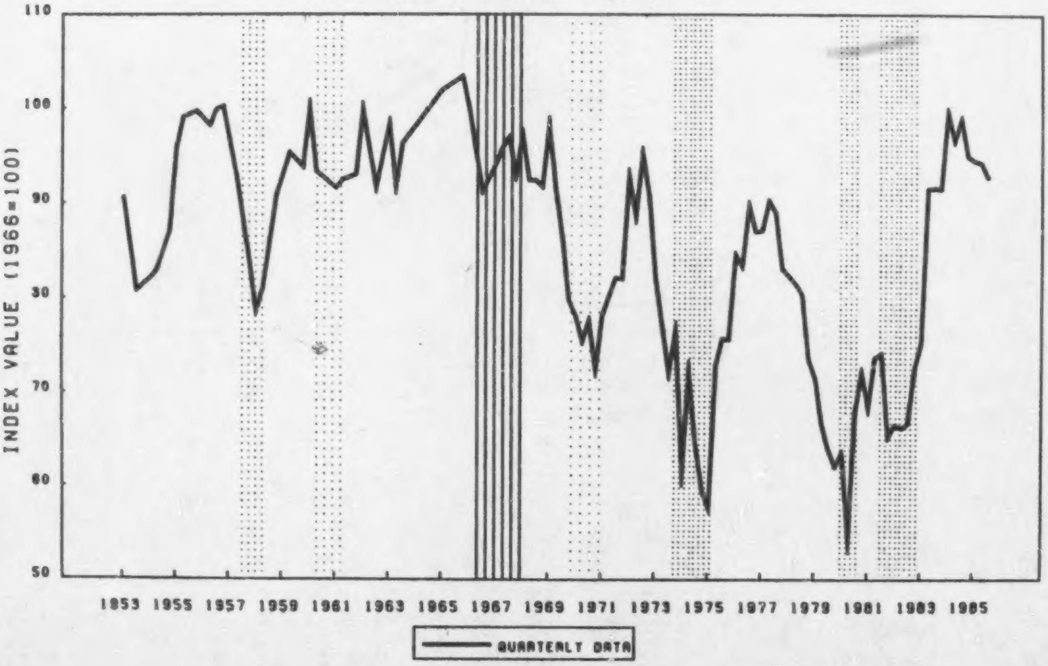


TABLE 1

THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY	All families	Families with incomes over $20,000	Families with incomes over $25,000
July-Sep. 1978	80.4	88.0	88.3
Oct.-Dec. 1978	73.5	81.0	83.0
Jan.-Mar. 1979	71.5	81.1	81.7
Apr.-June 1979	66.6	73.0	75.5
July-Sep. 1979	63.9	69.6	71.2
Oct.-Dec. 1979	62.1	66.7	69.5
Jan.-Mar. 1980	63.5	68.0	69.6
Apr.-June 1980	54.4	57.0	58.1
July-Sep. 1980	67.8	72.2	73.3
Oct.-Dec. 1980	72.1	75.3	78.3
Jan.-Mar. 1981	68.3	73.7	76.1
Apr.-June 1981	73.9	79.7	82.0
July-Sep. 1981	74.8	79.6	80.1
Oct.-Dec. 1981	65.7	70.9	71.8
Jan.-Mar. 1982	66.5	72.1	72.8
Apr.-June 1982	66.2	71.9	73.6
July-Sep. 1982	66.7	72.8	74.6
Oct.-Dec. 1982	72.5	78.3	80.8
Jan.-Mar. 1983	75.3	82.2	83.0
Apr.-June 1983	91.5	99.3	100.8
July-Sep. 1983	91.6	101.5	104.1
Oct.-Dec. 1983	91.5	99.5	101.7
Jan.-Mar. 1984	99.5	110.8	113.2
Apr.-June 1984	96.6	104.6	105.7
July-Sep. 1984	98.9	106.5	107.9
Oct.-Dec. 1984	95.0	104.7	106.3
Jan.-Mar. 1985	94.5	105.3	107.6
Apr.-June 1985	94.3	101.2	104.2
July-Sep. 1985	92.8	99.8	102.1

CHART 2A - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT WITHIN REGION SUBGROUPS

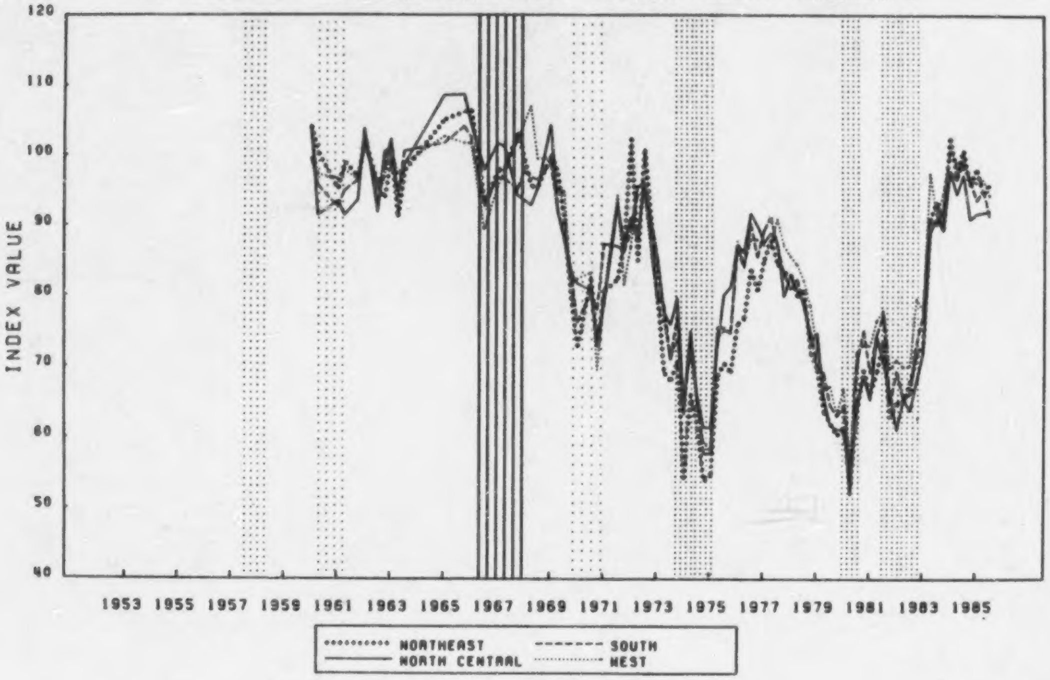


CHART 2B - HISTORICAL SERIES
INDEX OF CONSUMER SENTIMENT WITHIN AGE GROUPS

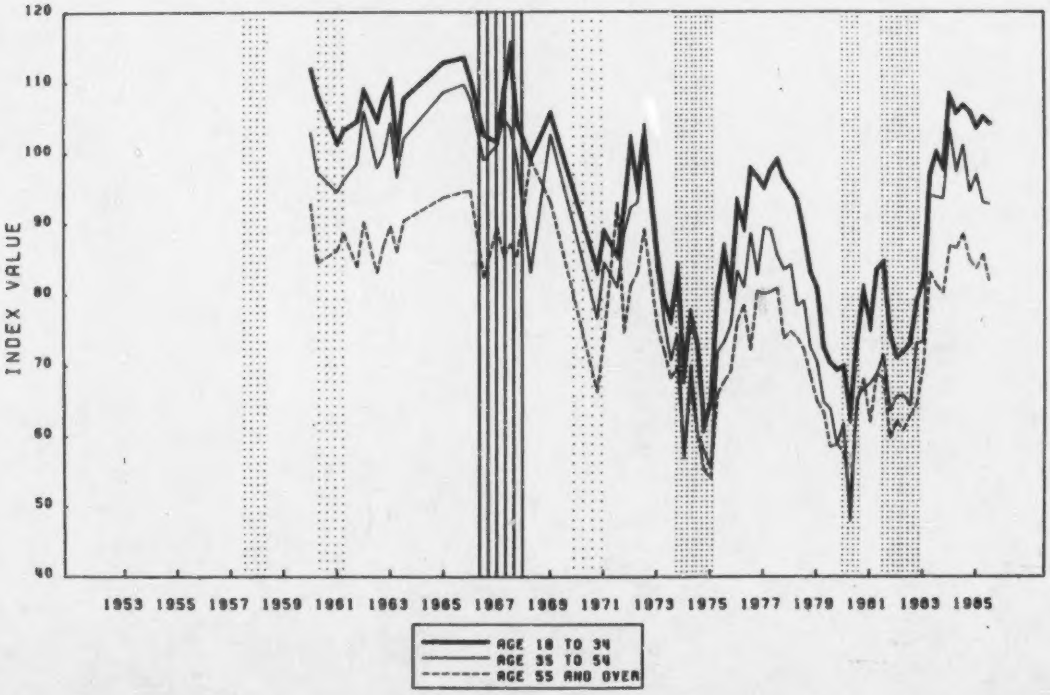


TABLE 2

INDEX OF CONSUMER SENTIMENT WITHIN REGION AND AGE SUBGROUPS

	CENSUS REGION				AGE OF RESPONDENT		
DATE OF SURVEY	North East	North Central	South	West	18-34	35-54	55+
July-Sep. 1978	81.4	78.8	78.9	84.3	88.9	79.8	73.1
Oct.-Dec. 1978	71.3	72.9	74.0	77.0	81.6	71.3	67.8
Jan.-Mar. 1979	69.0	74.5	70.3	71.8	80.5	70.0	64.7
Apr.-June 1979	63.3	65.7	69.3	66.9	72.4	64.9	63.3
July-Sep. 1979	62.1	62.1	64.4	67.4	70.4	63.9	58.5
Oct.-Dec. 1979	60.3	61.3	63.2	63.3	69.5	58.7	58.9
Jan.-Mar. 1980	61.6	61.1	64.6	67.1	70.4	61.7	57.6
Apr.-June 1980	53.3	55.6	52.1	57.3	63.1	47.9	51.1
July-Sep. 1980	63.7	64.3	70.3	72.1	73.5	65.4	64.7
Oct.-Dec. 1980	69.7	68.8	75.2	73.2	80.5	66.8	68.1
Jan.-Mar. 1981	66.4	65.4	69.2	73.0	75.7	67.5	62.0
Apr.-June 1981	69.3	74.4	74.6	76.7	83.6	68.8	66.8
July-Sep. 1981	73.7	70.7	77.4	78.0	84.5	71.5	68.2
Oct.-Dec. 1981	62.9	66.0	64.8	69.8	74.3	63.6	59.7
Jan.-Mar. 1982	65.1	61.2	69.5	71.1	71.2	65.7	62.1
Apr.-June 1982	65.0	65.4	65.5	70.0	71.9	65.8	60.9
July-Sep. 1982	67.8	63.9	66.2	70.2	73.0	64.3	62.9
Oct.-Dec. 1982	71.5	68.0	73.3	79.7	78.9	73.2	64.5
Jan.-Mar. 1983	73.3	72.2	77.4	78.1	81.9	73.3	70.0
Apr.-June 1983	90.8	89.1	91.0	97.5	96.9	94.0	83.1
July-Sep. 1983	93.5	91.2	90.2	91.6	100.0	93.7	81.3
Oct.-Dec. 1983	89.7	89.4	92.7	94.7	97.9	95.3	80.1
Jan.-Mar. 1984	102.6	97.9	97.7	100.7	108.0	103.4	86.8
Apr.-June 1984	97.1	94.6	96.6	99.0	105.7	97.3	86.5
July-Sep. 1984	100.8	97.3	99.2	98.2	106.7	101.1	88.5
Oct.-Dec. 1984	95.9	91.0	96.6	96.6	105.8	94.5	84.8
Jan.-Mar. 1985	98.1	91.8	93.7	96.2	103.6	96.9	83.6
Apr.-June 1985	94.8	92.0	95.2	96.7	105.0	92.9	85.6
July-Sep. 1985	95.9	92.2	91.2	94.3	104.1	92.7	81.6

CHART 3 - RECENT CHANGES
CURRENT AND EXPECTED COMPONENTS

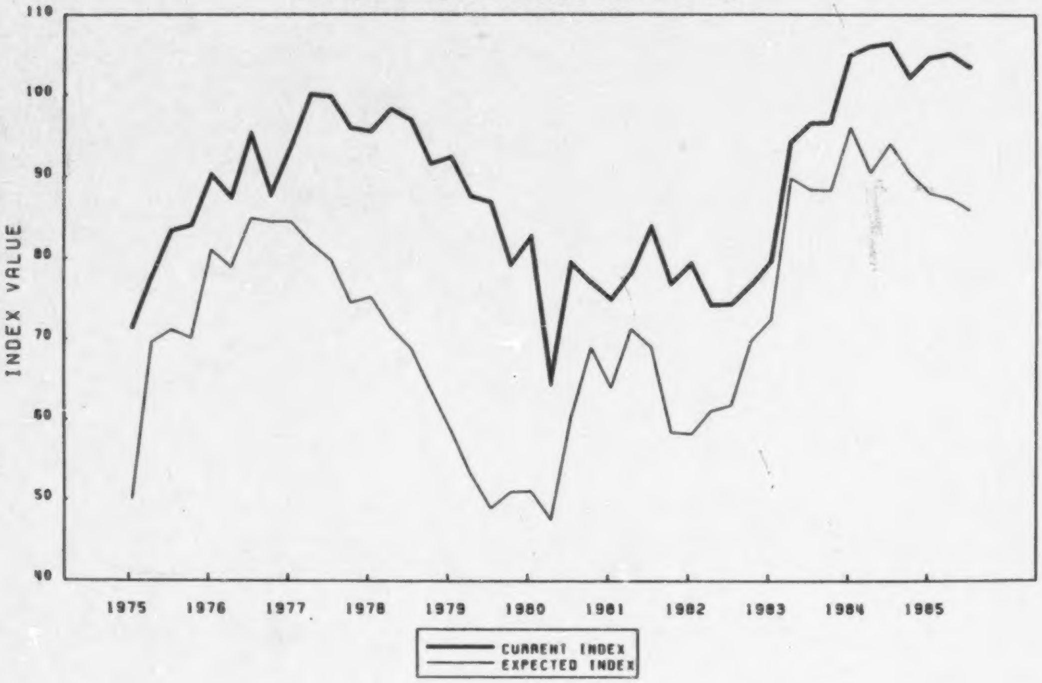


CHART 3 - HISTORICAL SERIES
CURRENT AND EXPECTED COMPONENTS

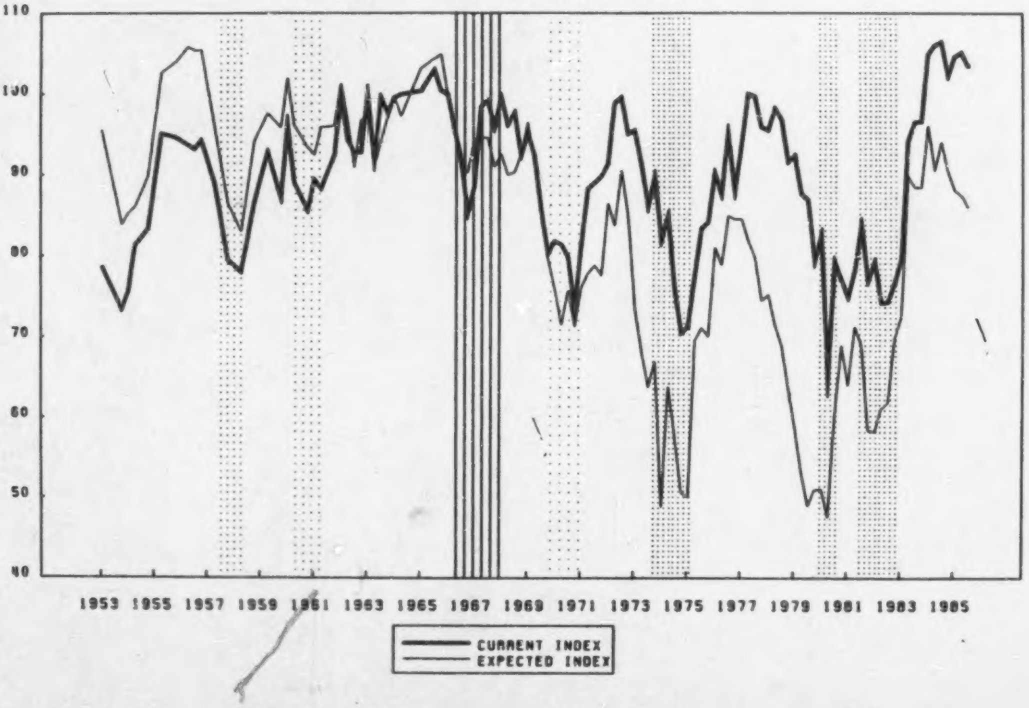


TABLE 3

COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT

	INDEX COMPONENTS +						
	Personal finances		Business conditions				
	Current	Expected	12 months	5 years	Buying conds.	Current Index	Expected Index
DATE OF SURVEY	(1)	(2)	(3)	(4)	(5)	(1,5)	(2,3,4)
July-Sep. 1978	106	111	94	70	144	97.2	69.6
Oct.-Dec. 1978	99	102	79	66	132	90.2	62.8
Jan.-Mar. 1979	98	99	68	61	138	92.2	58.1
Apr.-June 1979	89	92	58	57	135	87.6	53.2
July-Sep. 1979	92	96	48	46	131	87.0	49.0
Oct.-Dec. 1979	84	98	50	51	119	79.4	51.0
Jan.-Mar. 1980	86	99	50	49	126	82.6	51.1
Apr.-June 1980	77	98	35	51	88	65.0	47.6
July-Sep. 1980	91	111	64	62	111	79.4	60.3
Oct.-Dec. 1980	83	109	81	83	113	77.0	68.9
Jan.-Mar. 1981	82	106	70	75	109	74.9	64.0
Apr.-June 1981	88	114	89	79	112	78.2	71.2
July-Sep. 1981	98	115	84	74	117	83.8	69.0
Oct.-Dec. 1981	91	110	59	61	106	76.9	58.4
Jan.-Mar. 1982	91	111	55	65	114	79.3	58.2
Apr.-June 1982	91	113	61	69	100	74.2	61.1
July-Sep. 1982	89	113	64	69	102	74.3	61.8
Oct.-Dec. 1982	90	119	77	83	107	76.7	69.8
Jan.-Mar. 1983	91	119	92	78	114	79.6	72.4
Apr.-June 1983	106	132	131	99	137	94.2	89.8
July-Sep. 1983	109	125	130	100	141	96.5	88.4
Oct.-Dec. 1983	113	125	131	99	137	96.6	88.3
Jan.-Mar. 1984	119	131	146	109	153	104.9	96.0
Apr.-June 1984	121	126	133	106	154	106.0	90.5
July-Sep. 1984	122	128	137	113	153	106.4	94.0
Oct.-Dec. 1984	119	127	132	104	146	102.2	90.3
Jan.-Mar. 1985	115	122	133	99	156	104.6	88.0
Apr.-June 1985	116	125	127	99	157	105.1	87.4
July-Sep. 1985	115	124	124	98	154	103.5	86.0

(1) : See Table 4.
(2) : See Table 6.
(3) : See Table 18.
(4) : See Table 19.
(5) : See Table 26.

+ : Percent saying "GOOD TIMES" (or "BETTER"), minus percent saying "BAD TIMES" (or "WORSE"), plus 100.

CHART 4 - RECENT CHANGES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

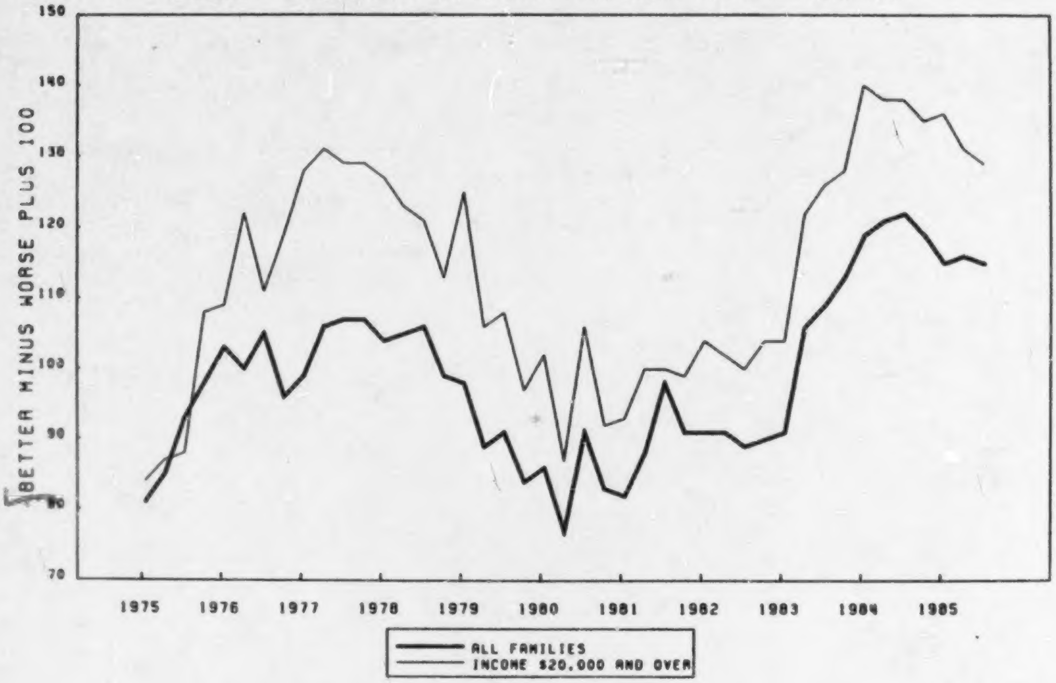


CHART 4 - HISTORICAL SERIES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

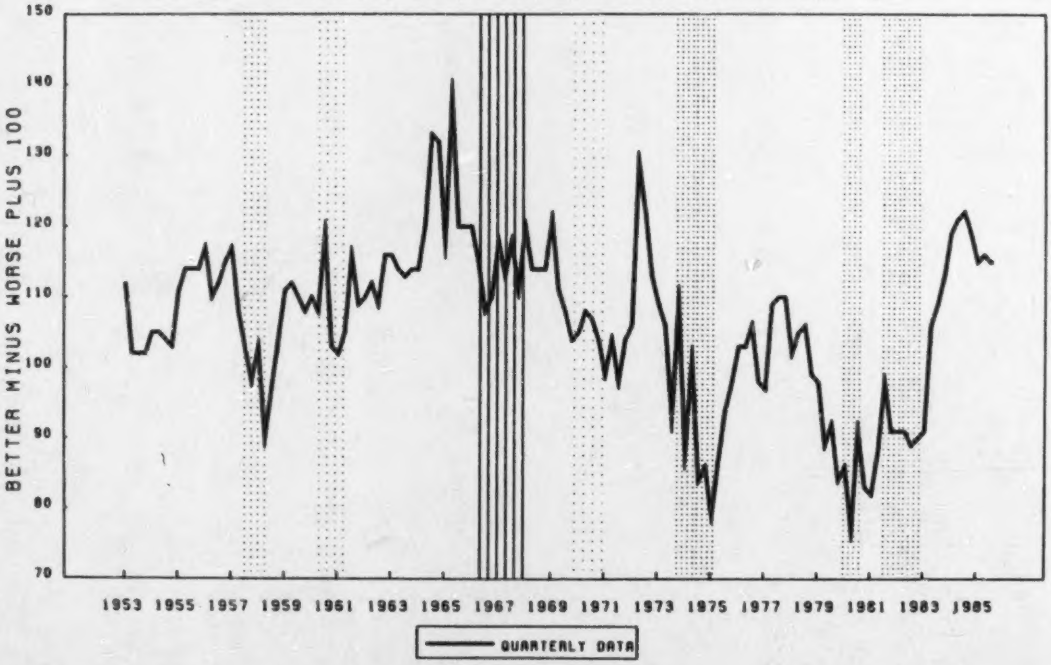


TABLE 4

CURRENT FINANCIAL SITUATION COMPARED TO A YEAR AGO

	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985
A. ALL FAMILIES													
BETTER OFF	30%	31%	30%	37%	38%	40%	45%	45%	45%	44%	41%	41%	42%
SAME	28	28	31	32	33	33	30	31	32	30	33	33	30
WORSE OFF	41	41	39	31	29	27	25	23	23	26	26	26	27
DK,NA	1	*	*	*	*	*	*	1	*	*	*	*	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
BETTER OFF	36%	40%	37%	47%	48%	48%	57%	55%	54%	54%	54%	51%	51%
SAME	29	25	30	29	29	32	26	28	30	27	28	29	26
WORSE OFF	35	35	33	24	23	20	17	17	16	19	18	20	22
DK,NA	*	*	*	*	*	*	*	*	*	*	*	*	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?"

* : Less than half of one percent.

CHART 5 - RECENT CHANGES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

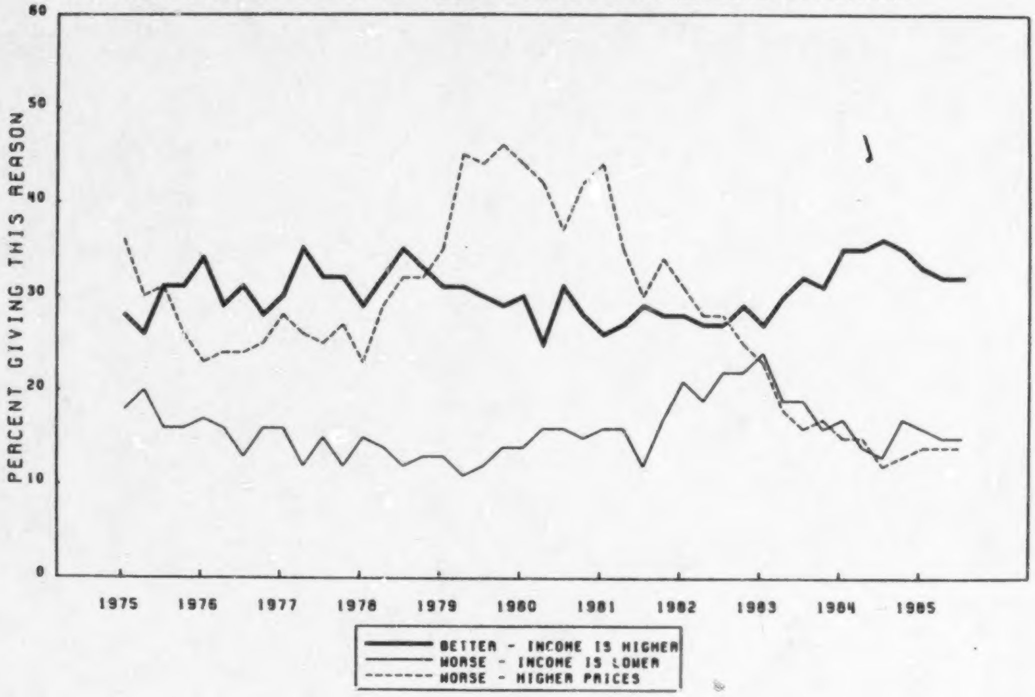


CHART 5 - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

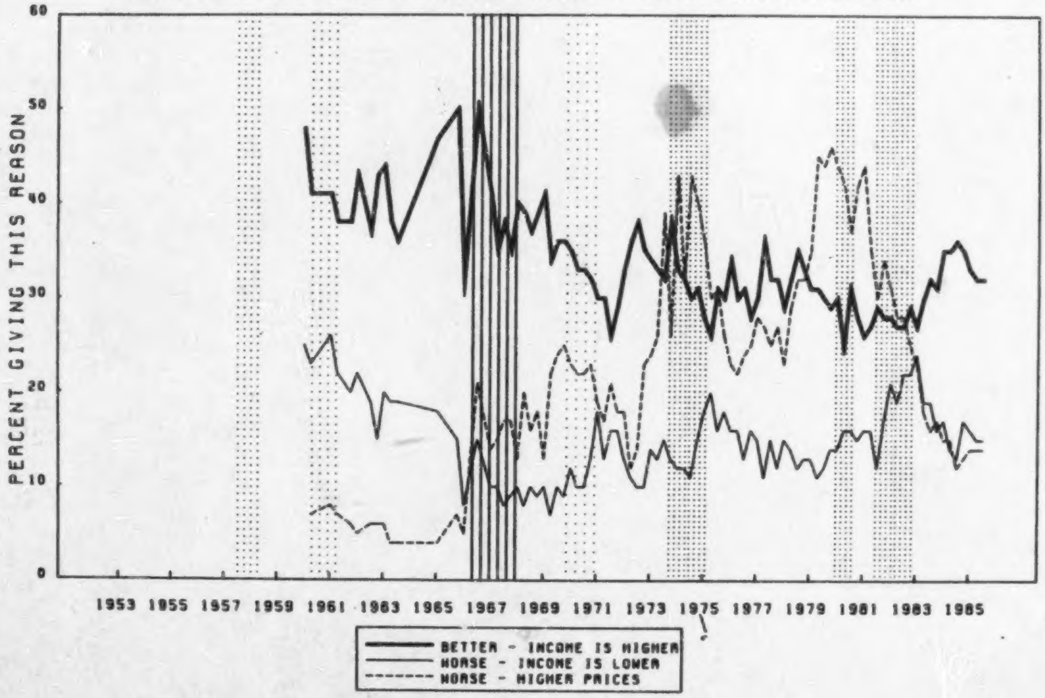


TABLE 5

SELECTED REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION +

	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985
A. ALL FAMILIES													
BETTER OFF THAN YEAR AGO:													
Income is higher	27%	29%	27%	30%	32%	31%	35%	35%	36%	35%	33%	32%	32%
WORSE OFF THAN YEAR AGO:													
Income is lower	22	22	24	19	19	16	17	14	13	17	16	15	15
Higher prices	28	25	23	18	16	17	15	15	12	13	14	14	14
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
BETTER OFF THAN YEAR AGO:													
Income is higher	33%	37%	34%	38%	43%	38%	46%	43%	45%	45%	44%	41%	41%
WORSE OFF THAN YEAR AGO:													
Income is lower	22	21	22	17	17	13	12	12	10	16	12	14	15
Higher prices	24	23	20	15	12	14	10	11	10	9	11	10	11

Responses to the query: "Why do you say so?" following the question on Table 4.

+ : May add to more than 100% due to multiple mentions.

CHART 6 - RECENT CHANGES
EXPECTED CHANGE IN FINANCIAL SITUATION

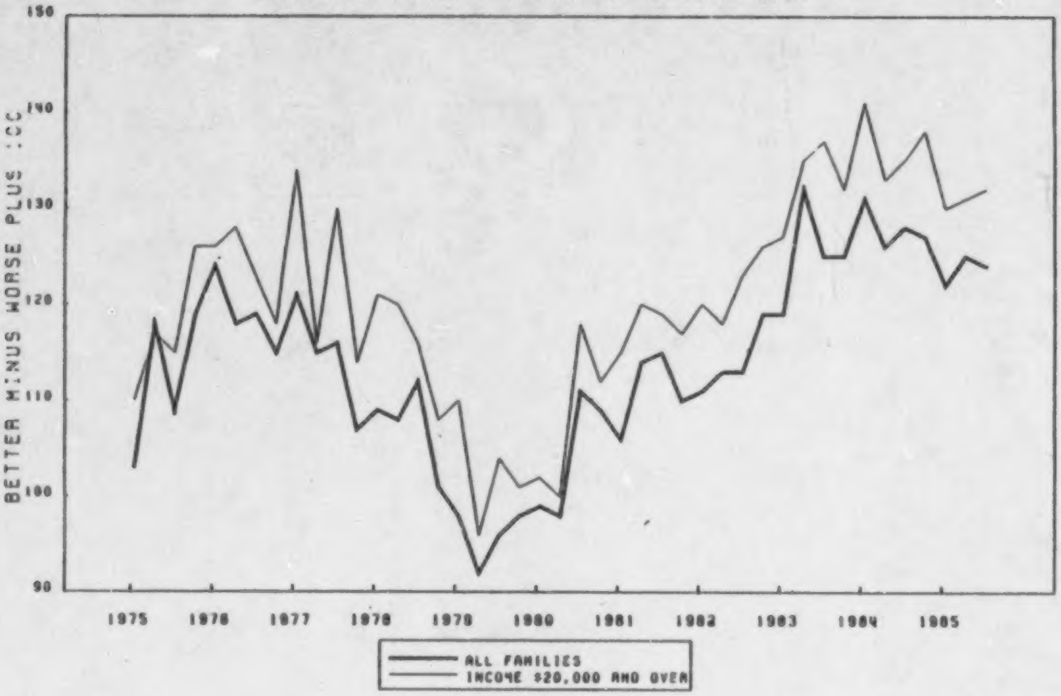


CHART 6 - HISTORICAL SERIES
EXPECTED CHANGE IN FINANCIAL SITUATION

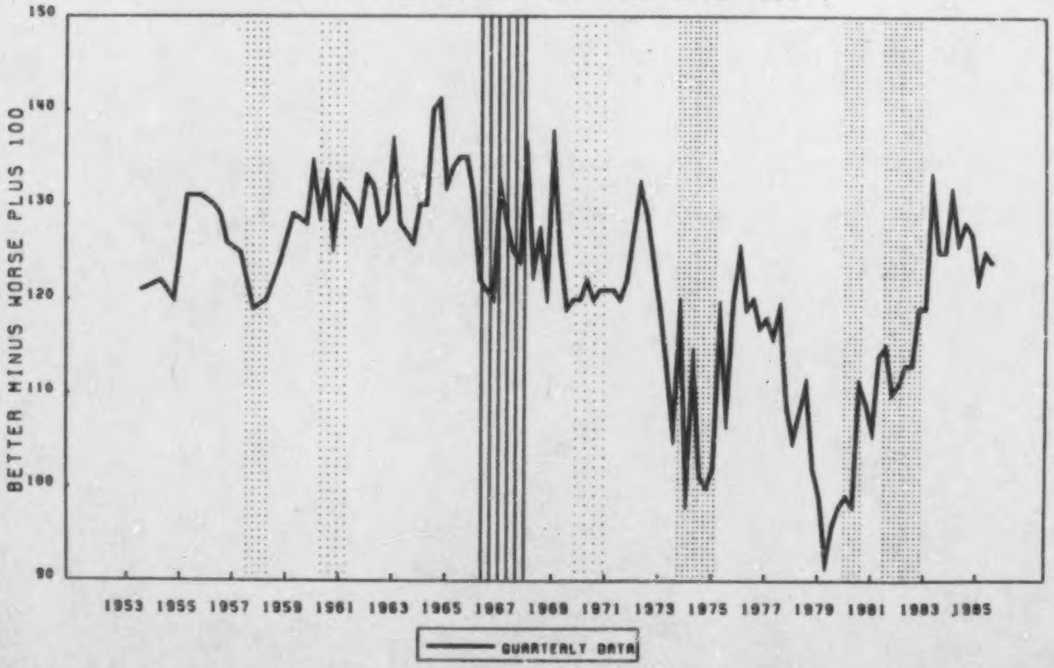


TABLE 6

EXPECTED CHANGE IN FINANCIAL SITUATION

	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985
A. ALL FAMILIES													
BETTER OFF	31%	35%	35%	40%	36%	37%	41%	37%	37%	36%	35%	36%	35%
SAME	48	45	46	49	49	48	46	49	50	48	50	50	50
WORSE OFF	18	16	16	8	11	11	10	12	9	11	12	11	12
DK,NA	3	4	3	3	4	4	3	2	4	3	3	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
BETTER OFF	37%	39%	40%	43%	44%	41%	48%	42%	43%	45%	41%	40%	41%
SAME	47	45	44	47	46	48	44	47	47	46	47	48	47
WORSE OFF	14	14	14	8	7	9	7	10	8	7	10	9	10
DK,NA	2	2	2	2	3	2	1	1	2	2	2	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?"

CHART 7 - RECENT CHANGES
TREND IN PERSONAL FINANCIAL SITUATION

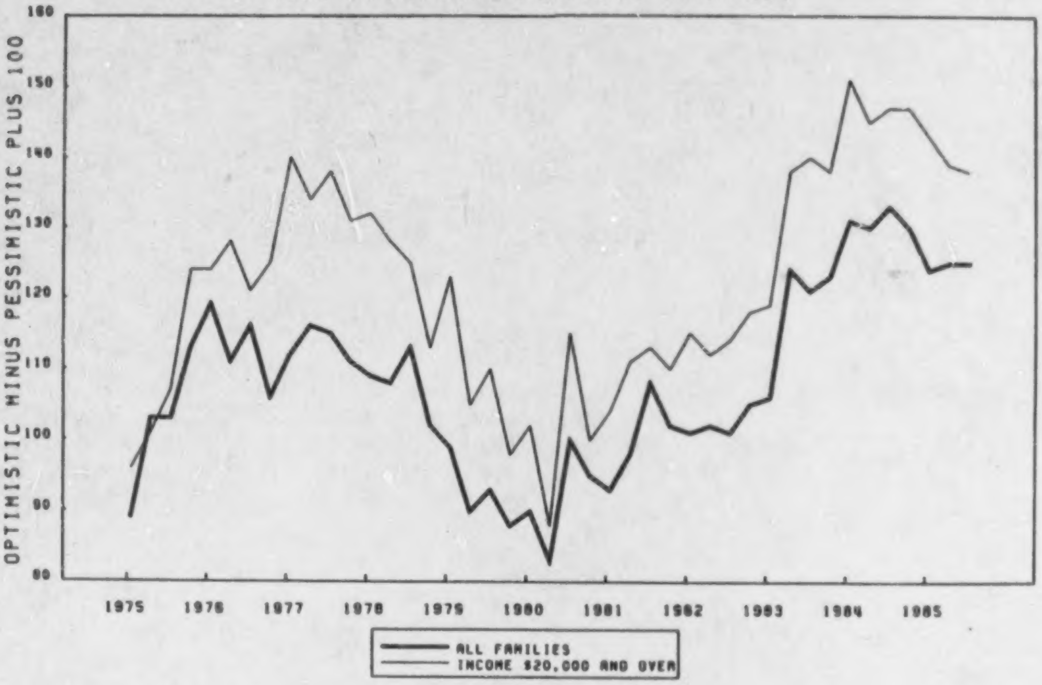


CHART 7 - HISTORICAL SERIES
TREND IN PERSONAL FINANCIAL SITUATION

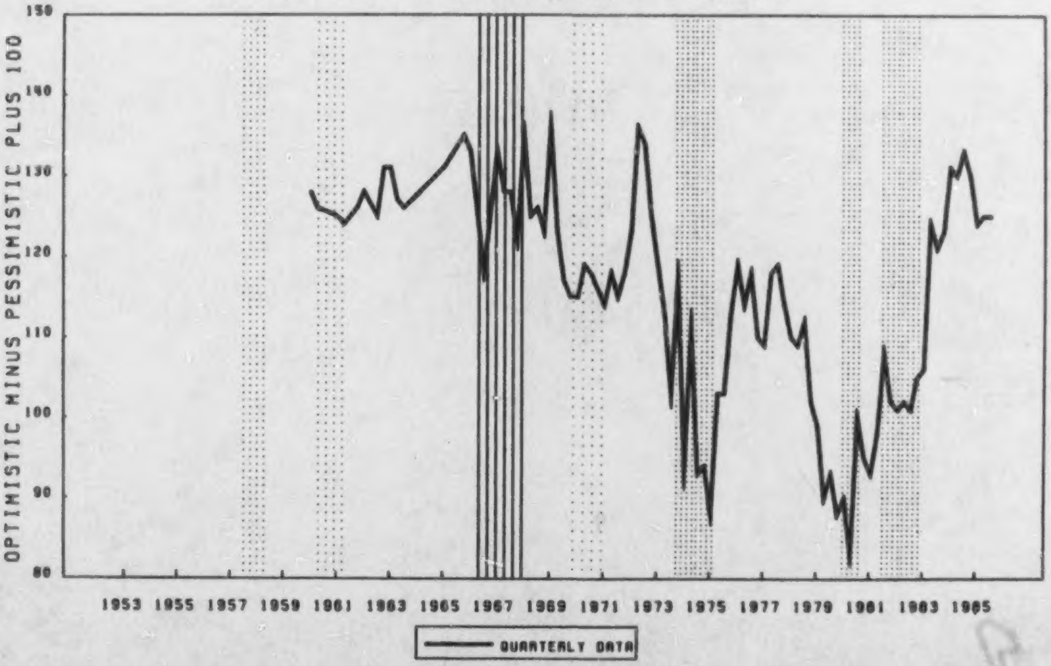


TABLE 7

TREND IN PERSONAL FINANCIAL SITUATION

	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985
A. ALL FAMILIES													
PERSONAL FINANCIAL PROGRESS:													
Continuous increase (a)	15%	16%	15%	18%	19%	20%	24%	22%	24%	22%	20%	21%	20%
Intermittent increase (b)	19	20	21	25	25	24	26	26	27	28	26	26	25
Remain unchanged (c)	17	15	16	19	19	20	16	20	19	17	20	20	19
Intermittent decline (d)	22	20	21	17	17	16	16	13	14	15	16	16	14
Continuous decline (e)	12	11	9	4	6	6	4	5	5	5	5	6	7
Mixed change (f)	11	14	14	13	10	10	10	12	7	10	10	8	11
DK,NA	4	4	4	4	4	4	4	2	4	3	3	3	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
PERSONAL FINANCIAL PROGRESS:													
Continuous increase (a)	19%	20%	19%	23%	25%	25%	32%	27%	29%	28%	26%	26%	26%
Intermittent increase (b)	23	24	25	30	31	28	31	31	31	33	32	29	29
Remain unchanged (c)	16	14	15	16	16	20	15	17	17	13	16	17	16
Intermittent decline (d)	19	17	18	13	12	11	10	10	10	12	13	13	13
Continuous decline (e)	9	9	7	4	3	4	2	3	3	3	3	4	4
Mixed change (f)	12	13	14	12	10	10	9	11	8	9	9	8	10
DK,NA	2	3	2	2	3	2	1	1	2	2	1	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Combination of the responses to the questions on Tables 4 and 6.

Key: (a) Better off financially than a year ago/Better off a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 8 - RECENT CHANGES
MEDIAN EXPECTED CHANGE IN FAMILY INCOME

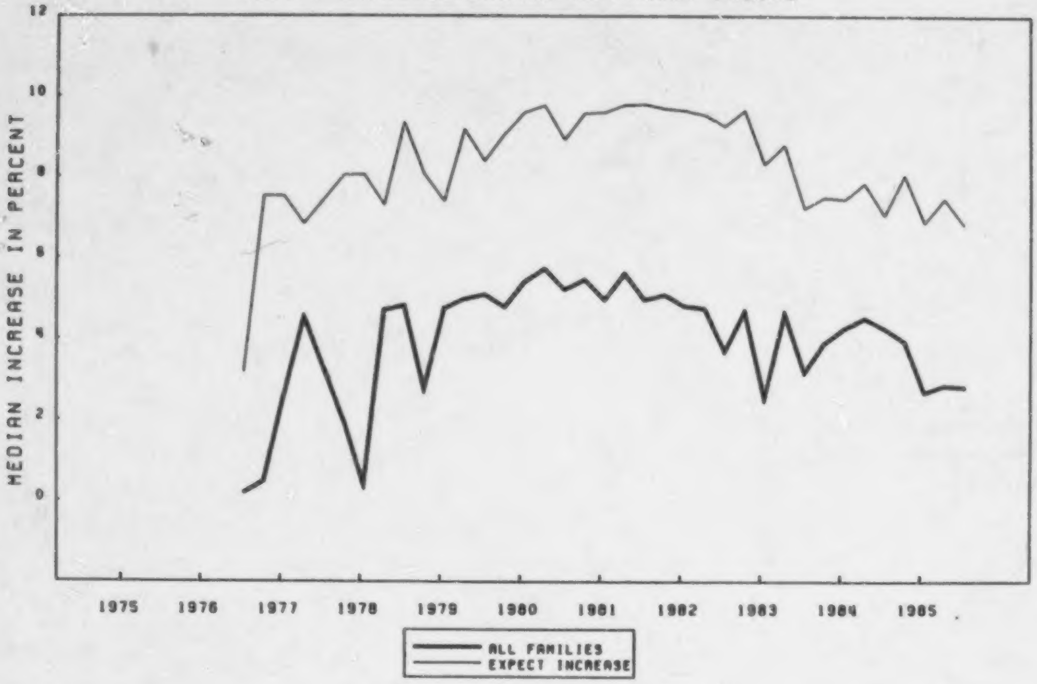


TABLE 8

EXPECTED FAMILY INCOME CHANGE DURING THE NEXT 12 MONTHS

	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985
A. ALL FAMILIES													
EXPECT INCREASE:													
1-4%	8%	6%	8%	9%	11%	12%	14%	11%	15%	12%	13%	13%	13%
5%	8	9	9	11	11	10	11	10	11	10	11	10	10
6-9%	10	9	9	11	8	9	9	9	10	8	7	6	8
10-24%	18	20	15	18	15	16	17	19	17	18	15	16	16
25% or more	7	8	7	8	8	7	8	8	7	8	7	8	6
DK how much up	5	6	5	4	5	6	5	5	4	6	3	4	3
EXPECT SAME	27	25	28	26	27	25	25	24	23	23	27	28	28
EXPECT DOWN	15	15	17	12	13	12	9	12	11	13	16	14	14
DK,NA	2	2	2	1	2	3	2	2	2	2	1	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
EXPECT INCREASE:													
1-4%	9%	7%	9%	9%	11%	12%	15%	13%	15%	12%	14%	14%	16%
5%	9	11	11	13	14	12	14	13	14	13	12	13	12
6-9%	13	12	12	14	12	13	12	13	13	11	11	9	11
10-24%	24	25	18	23	19	21	23	22	20	23	20	19	19
25% or more	6	7	7	5	8	5	8	6	6	7	6	7	5
DK how much up	3	5	5	3	4	4	4	3	3	5	2	3	3
EXPECT SAME	20	18	21	20	19	21	16	18	19	15	20	20	18
EXPECT DOWN	14	14	16	12	12	11	8	11	9	13	14	14	15
DK,NA	2	1	1	1	1	1	*	1	1	1	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The questions were: "During the next 12 months, do you expect your (family) income to be higher or lower than during the past year?" and "By about what percent do you expect your (family) income to increase during the next 12 months?"

* : Less than half of one percent.

CHART 9 - RECENT CHANGES

INCOME OR PRICES UP MORE DURING THE LAST YEAR

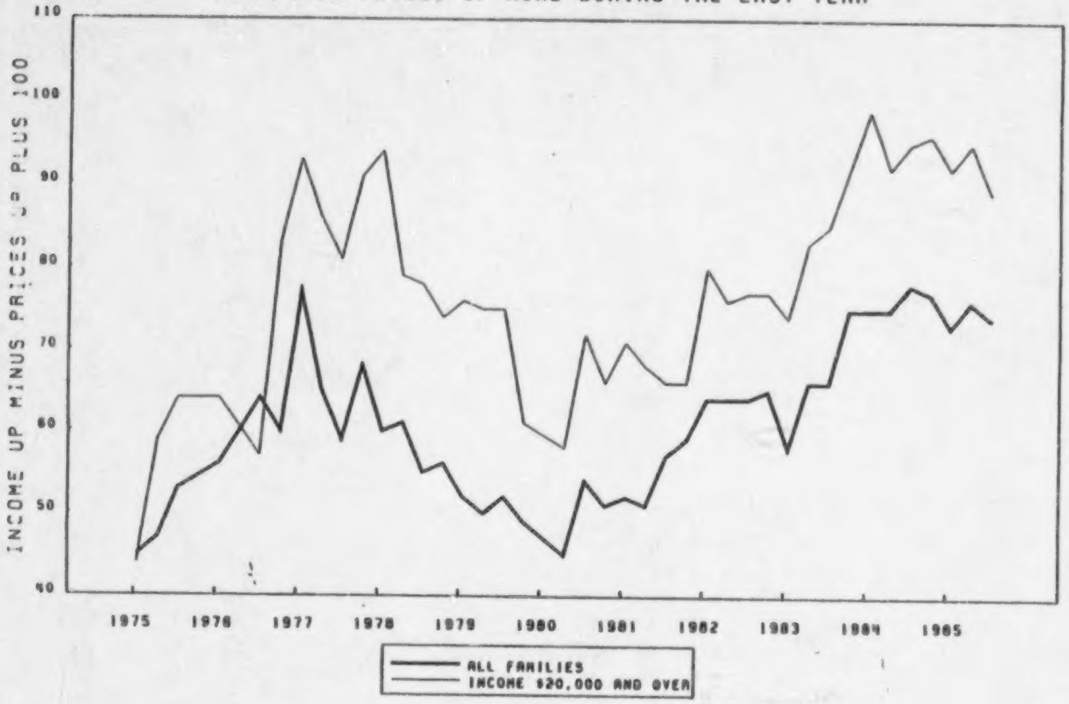


TABLE 9

PAST CHANGE IN REAL FAMILY INCOME

	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985
A. ALL FAMILIES													
INCOME UP MORE	16%	16%	15%	17%	17%	22%	22%	20%	22%	22%	18%	21%	19%
INCOME UP SAME	30	32	27	31	29	31	30	33	34	32	36	34	34
PRICES UP MORE	52	51	56	50	52	46	46	45	43	44	45	44	45
DK,NA	2	1	2	2	2	1	2	2	1	2	1	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
INCOME UP MORE	22%	21%	21%	24%	26%	29%	33%	27%	28%	30%	27%	30%	26%
INCOME UP SAME	32	34	31	35	33	33	32	36	38	35	37	34	35
PRICES UP MORE	45	44	47	41	41	37	34	36	33	34	35	35	38
DK,NA	1	1	1	*	*	1	1	1	1	1	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "During the last year or two, would you say that your (family) income went up more than prices, went up about the same as prices, or went up less than prices?"

* : Less than half of one percent.

CHART 10 - RECENT CHANGES
INCOME OR PRICES UP MORE DURING THE NEXT YEAR

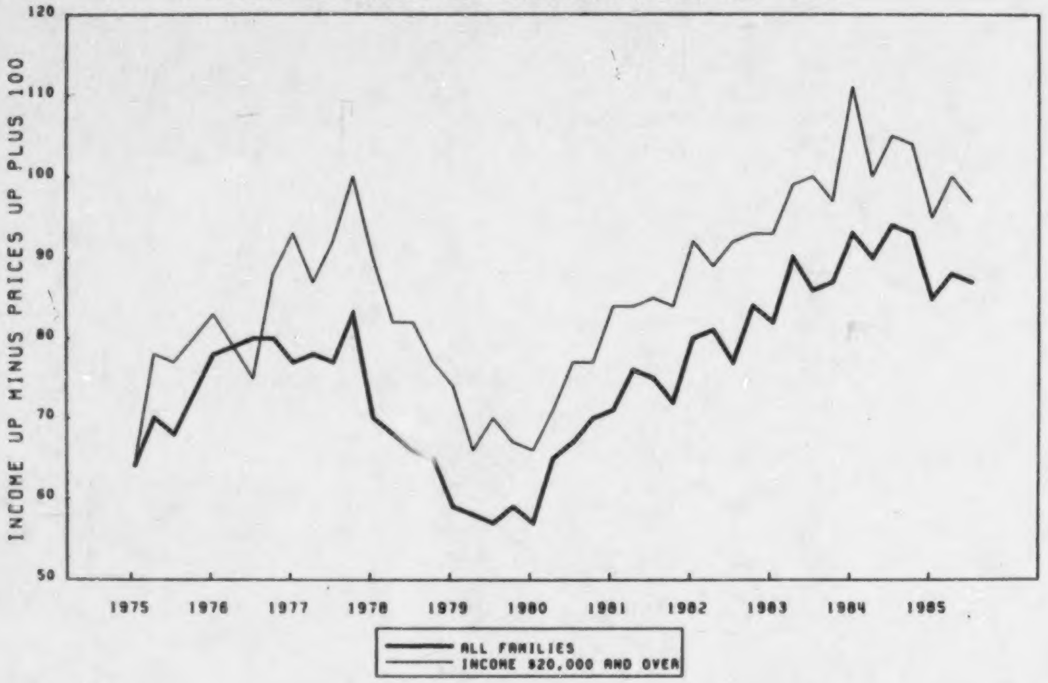


TABLE 10

EXPECTED CHANGE IN REAL FAMILY INCOME

	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985
A. ALL FAMILIES													
INCOME UP MORE	18%	19%	19%	21%	20%	20%	23%	22%	23%	23%	19%	21%	21%
INCOME UP SAME	39	43	42	45	43	43	45	44	43	44	45	43	43
PRICES UP MORE	40	35	36	31	34	34	30	32	30	30	34	33	34
DK,NA	3	3	3	3	3	3	2	2	4	3	2	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
INCOME UP MORE	23%	24%	24%	25%	26%	25%	33%	26%	29%	30%	25%	28%	26%
INCOME UP SAME	43	43	42	47	46	46	44	46	46	44	45	42	44
PRICES UP MORE	32	31	31	26	27	28	22	27	24	26	29	28	30
DK,NA	2	2	3	2	1	1	1	1	1	*	1	2	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "How about the next year or two--do you expect that your (family) income will go up more than prices will go up, about the same, or less than prices will go up?"

* : Less than half of one percent.

CHART 11 - RECENT CHANGES
TREND IN INCOME AND PRICE COMPARISON

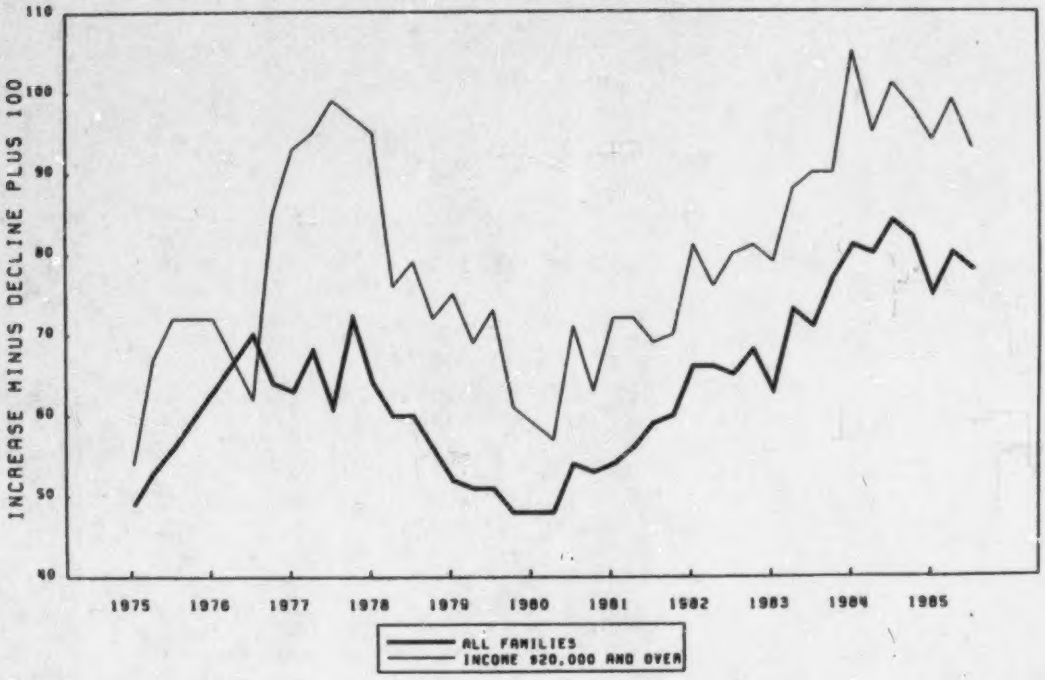


TABLE 11

TREND IN FAMILY INCOME AND PRICES COMPARISONS

	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985
A. ALL FAMILIES													
REAL INCOME PROGRESS:													
Continuous increase (a)	8%	9%	9%	10%	10%	12%	13%	10%	11%	12%	9%	11%	10%
Intermittent increase (b)	10	11	8	11	12	12	13	15	15	13	14	14	13
Remain unchanged (c)	19	19	17	20	18	19	20	20	21	21	22	21	22
Intermittent decline (d)	22	24	26	23	23	22	21	21	21	21	22	19	20
Continuous decline (e)	32	26	28	25	27	25	23	24	22	23	25	25	25
Mixed change (f)	5	7	8	8	7	7	7	7	6	7	6	7	7
DK,NA	4	4	4	3	3	3	3	3	4	3	2	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
REAL INCOME PROGRESS:													
Continuous increase (a)	12%	12%	13%	13%	14%	16%	20%	15%	16%	19%	15%	16%	15%
Intermittent increase (b)	13	14	12	14	17	14	17	18	18	15	17	17	17
Remain unchanged (c)	20	20	18	23	21	21	21	21	25	23	24	22	22
Intermittent decline (d)	21	22	23	21	21	23	17	19	18	18	18	15	17
Continuous decline (e)	24	22	23	19	19	18	16	18	16	17	20	20	21
Mixed change (f)	8	8	8	8	7	6	8	8	6	7	5	8	7
DK,NA	2	2	3	2	1	2	1	1	1	1	1	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Combination of the responses to the questions on Tables 9 and 10.

Key: (a) Income up more last year/Income up more next year
(b) Income up more/Same or Income up same/More
(c) Income up same/Same
(d) Prices up more/Same or Prices up same/More
(e) Prices up more/More
(f) Income up more/Prices up more or Prices up more/Income up more

CHART 12 - RECENT CHANGES
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

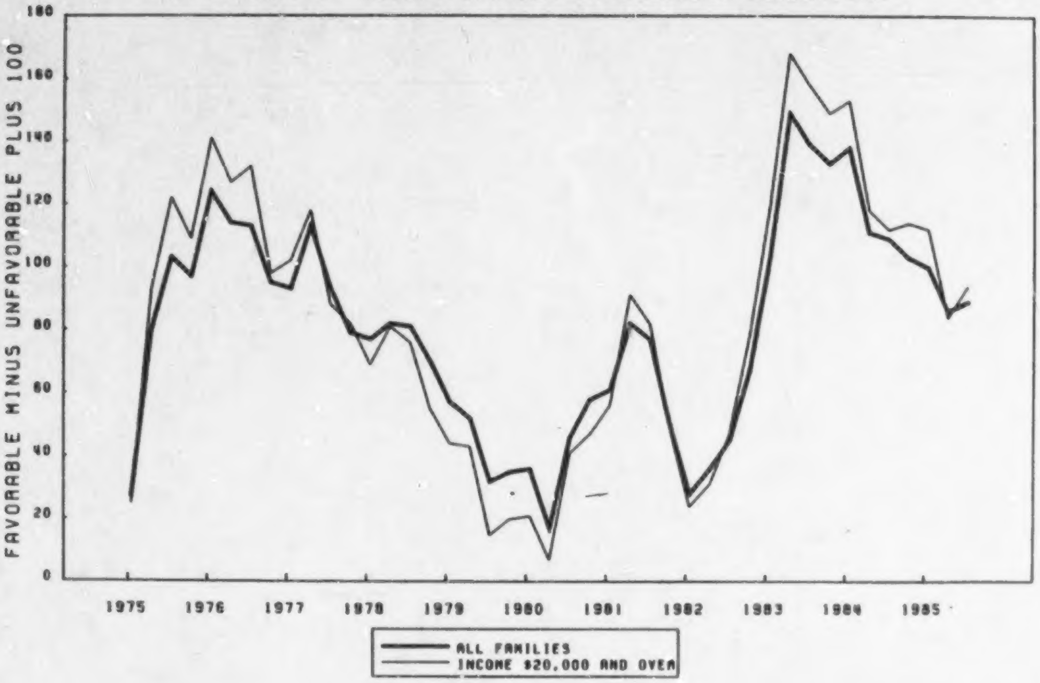


CHART 12 - HISTORICAL SERIES
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

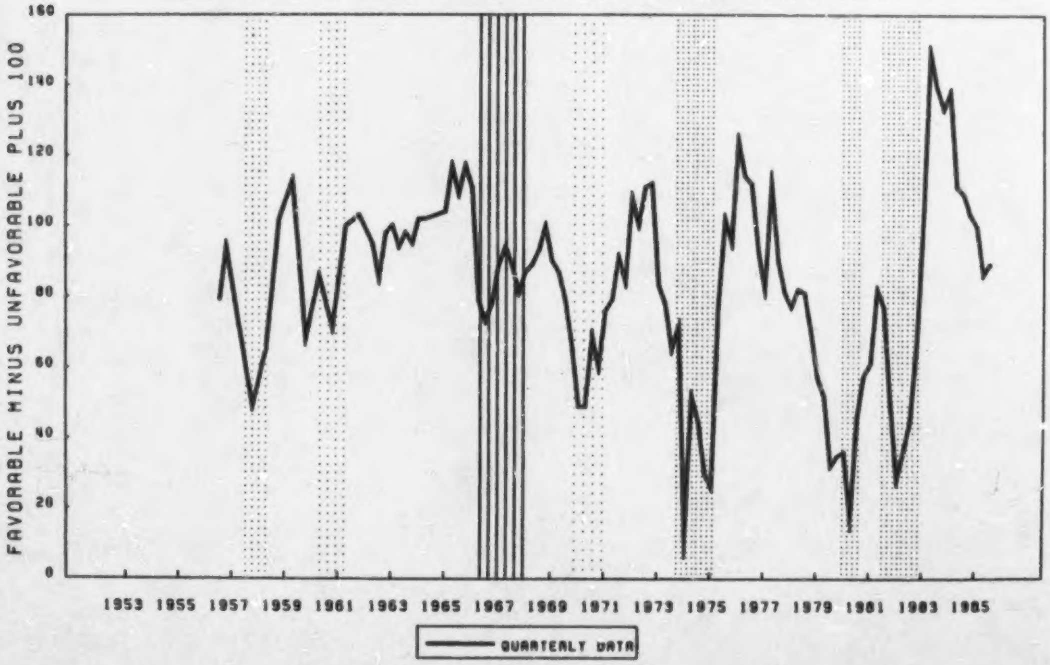


TABLE 12

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985
A. ALL FAMILIES													
FAVORABLE NEWS	29%	39%	58%	80%	69%	62%	67%	49%	48%	41%	43%	32%	34%
UNFAVORABLE NEWS	85	73	55	31	30	28	30	38	39	38	43	46	45
NO MENTIONS	28	28	29	30	37	41	38	43	42	46	44	49	47
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
FAVORABLE NEWS	38%	49%	73%	96%	86%	79%	81%	57%	55%	52%	55%	37%	41%
UNFAVORABLE NEWS	91	71	54	28	28	30	28	40	43	37	43	53	47
NO MENTIONS	21	24	23	23	29	31	30	37	36	40	37	42	42

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

CHART 13A - HISTORICAL SERIES
TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

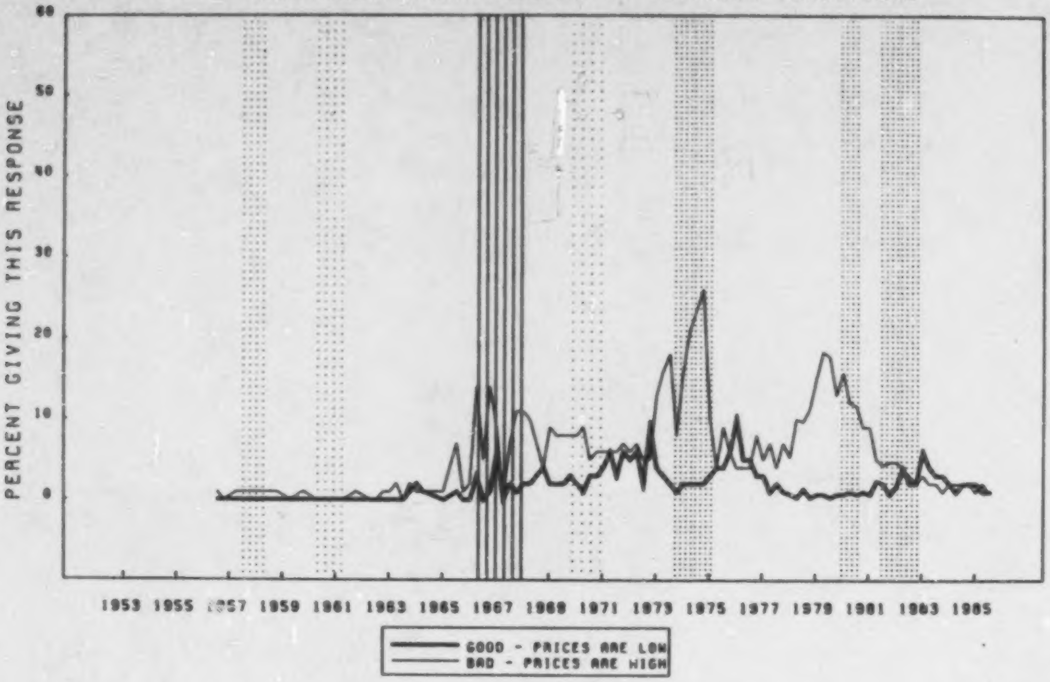


CHART 13B - HISTORICAL SERIES
TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

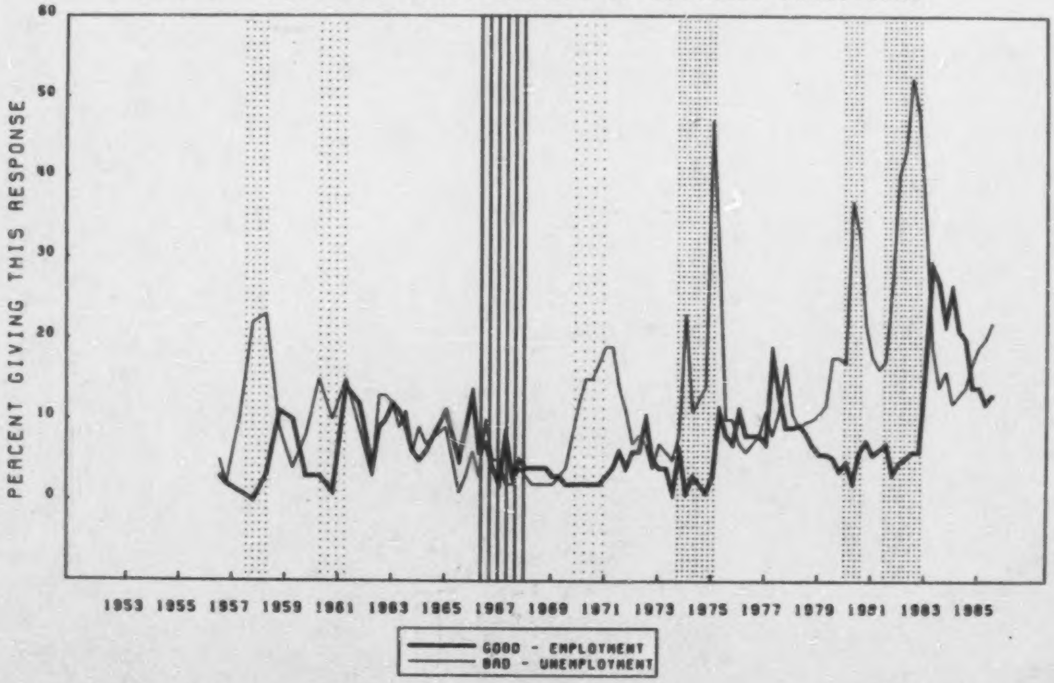


TABLE 13

SELECTED ITEMS OF NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985
A. ALL FAMILIES													
FAVORABLE NEWS:													
Government; elections	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	3%	3%	1%
Employment	6	6	17	29	27	22	26	21	20	14	14	12	13
Higher consumer demand	2	2	6	10	12	12	14	9	6	5	5	3	3
Lower prices	2	2	6	4	3	3	2	1	2	2	2	1	1
Easier credit	10	17	14	16	9	5	5	3	3	7	8	5	8
UNFAVORABLE NEWS:													
Government; elections	4	3	3	3	2	2	4	2	4	4	5	5	4
Unemployment	52	48	35	19	14	16	12	13	14	17	19	20	22
Lower consumer demand	6	7	4	2	2	1	1	1	2	2	3	3	2
Higher prices	3	2	3	2	2	1	2	2	2	2	1	2	1
Tighter credit	6	2	1	1	4	2	2	10	9	3	2	2	1
Energy crisis	*	*	*	*	*	*	*	*	*	*	*	*	*
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
FAVORABLE NEWS:													
Government; elections	2%	2%	3%	1%	2%	1%	3%	1%	2%	3%	3%	3%	2%
Employment	7	7	19	32	31	27	32	22	21	18	17	12	14
Higher consumer demand	3	3	7	14	15	15	18	11	8	6	6	4	4
Lower prices	3	3	8	6	4	3	3	1	3	2	3	1	2
Easier credit	14	21	19	19	12	8	6	4	4	10	11	7	11
UNFAVORABLE NEWS:													
Government; elections	3	3	3	2	3	2	5	3	4	5	7	6	4
Unemployment	57	47	36	19	13	16	11	11	15	14	16	23	21
Lower consumer demand	7	7	3	1	1	2	1	1	2	2	2	3	2
Higher prices	2	2	2	2	1	1	1	1	1	1	1	2	2
Tighter credit	8	1	1	*	5	2	3	15	13	4	3	2	1
Energy crisis	*	*	*	*	*	*	*	*	*	*	*	*	*

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

CHART 14 - RECENT CHANGES

CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

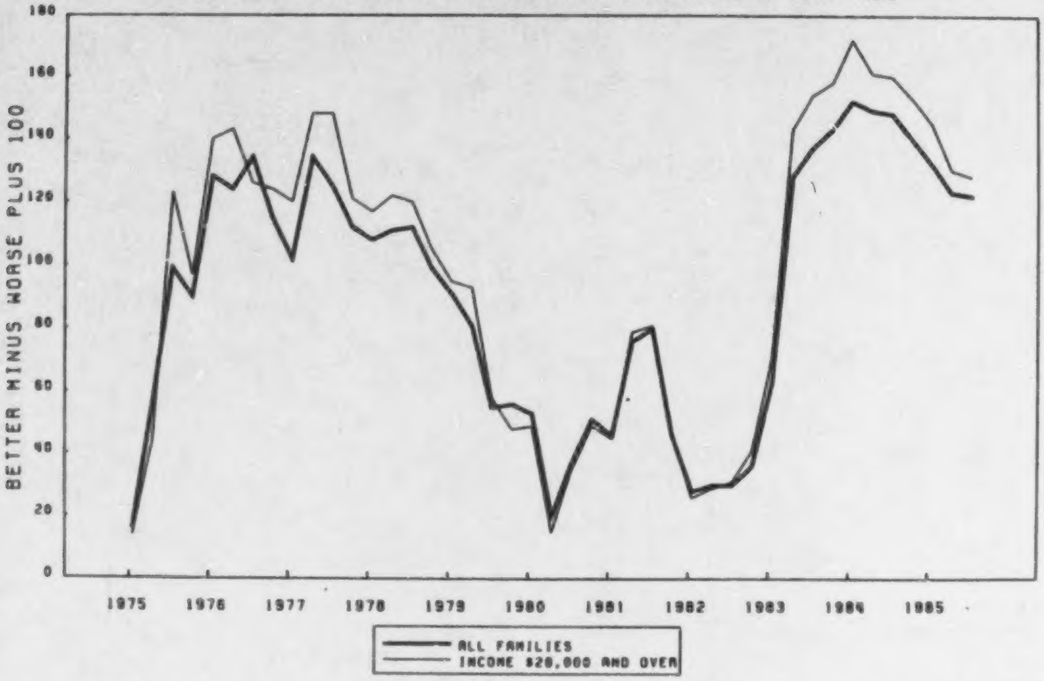


CHART 14 - HISTORICAL SERIES

CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

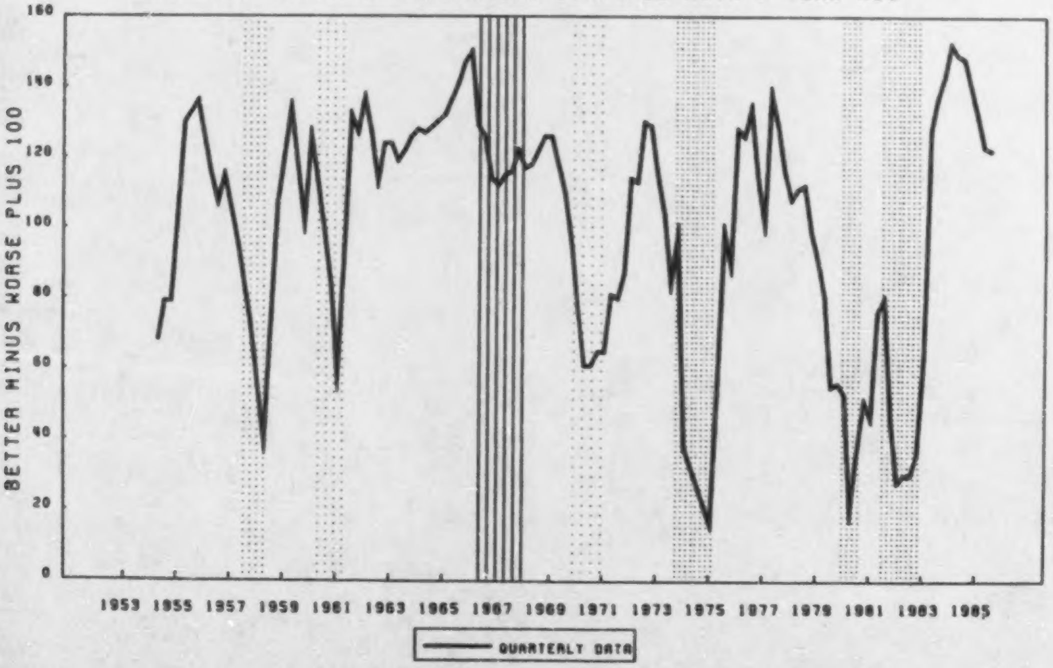


TABLE 14

CURRENT BUSINESS CONDITIONS COMPARED TO A YEAR AGO

	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985
A. ALL FAMILIES													
BETTER NOW	11%	14%	27%	59%	63%	67%	71%	68%	67%	64%	58%	53%	53%
SAME	7	8	9	10	9	8	8	11	11	12	14	15	14
WORSE NOW	81	77	64	30	27	23	20	19	20	23	26	30	31
DK,NA	1	1	*	1	1	2	1	2	2	1	2	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
BETTER NOW	12%	16%	31%	67%	73%	76%	84%	76%	75%	71%	66%	57%	56%
SAME	6	8	8	8	6	5	5	8	8	10	13	14	14
WORSE NOW	81	75	60	24	20	18	11	15	16	18	20	27	28
DK,NA	1	1	1	1	1	1	*	1	1	1	1	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Would you say that at the present time business conditions are better or worse than they were a year ago?"

* : Less than half of one percent.

CHART 15 - RECENT CHANGES
EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

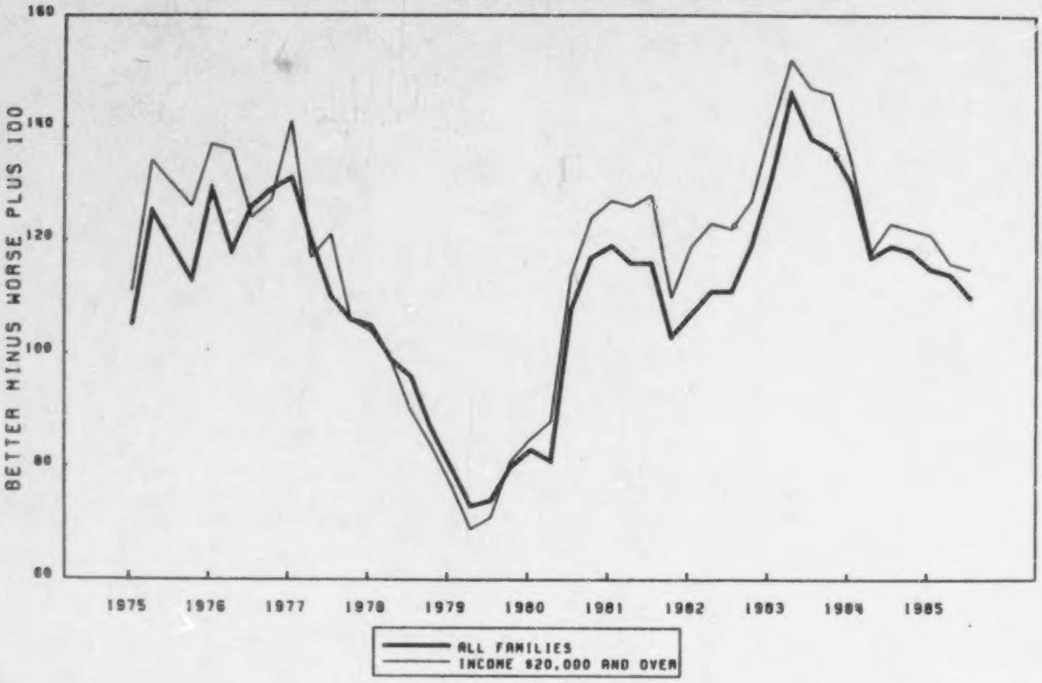


CHART 15 - HISTORICAL SERIES
EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

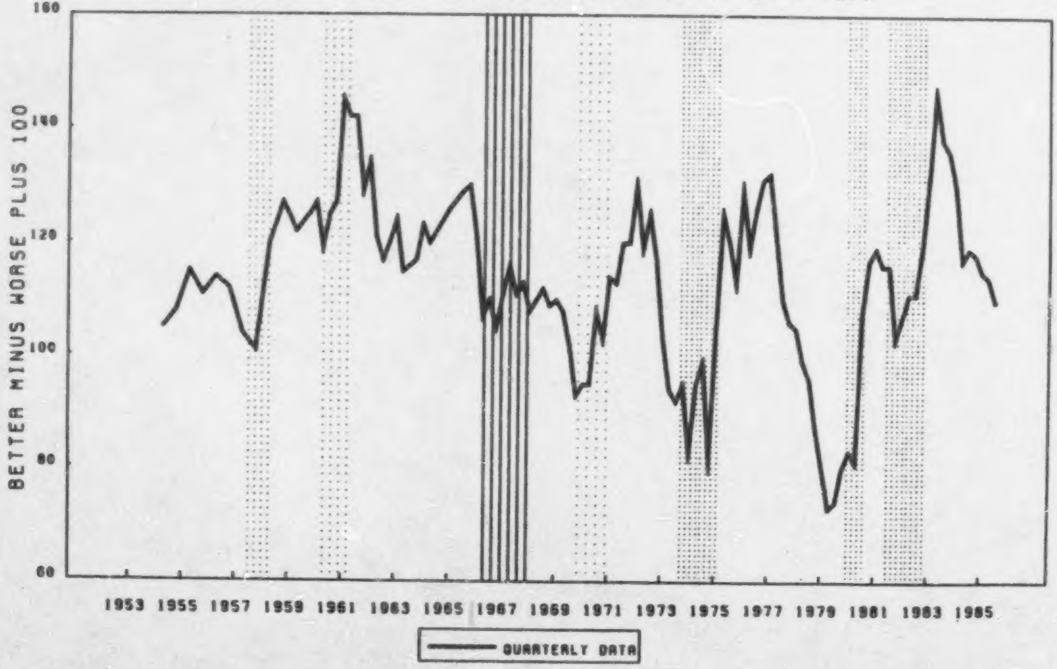


TABLE 15

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985
A. ALL FAMILIES													
BETTER	34%	39%	45%	52%	47%	45%	41%	31%	33%	33%	30%	28%	25%
SAME	42	39	41	39	42	43	47	53	49	48	53	55	57
WORSE	22	20	13	7	9	10	10	14	14	16	15	15	15
DK,NA	2	2	1	2	2	2	2	2	4	3	2	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
BETTER	40%	44%	49%	57%	54%	52%	43%	32%	36%	36%	32%	31%	27%
SAME	41	37	41	36	38	42	46	53	48	49	56	52	59
WORSE	18	18	9	6	7	5	9	14	13	14	12	15	12
DK,NA	1	1	1	1	1	1	2	1	3	1	*	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "And how about a year from now, do you expect that in the country as a whole business conditions will be better, or worse than they are at present, or just about the same?"

* : Less than half of one percent.

CHART 16A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUSINESS CONDITIONS IN A YEAR

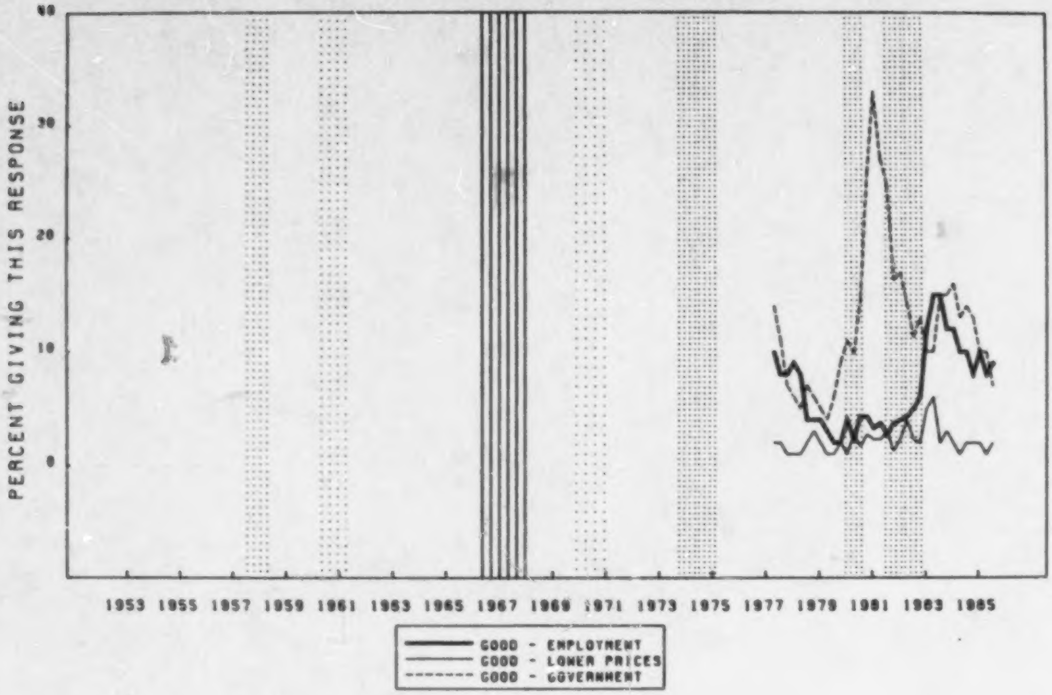


CHART 16B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUSINESS CONDITIONS IN A YEAR

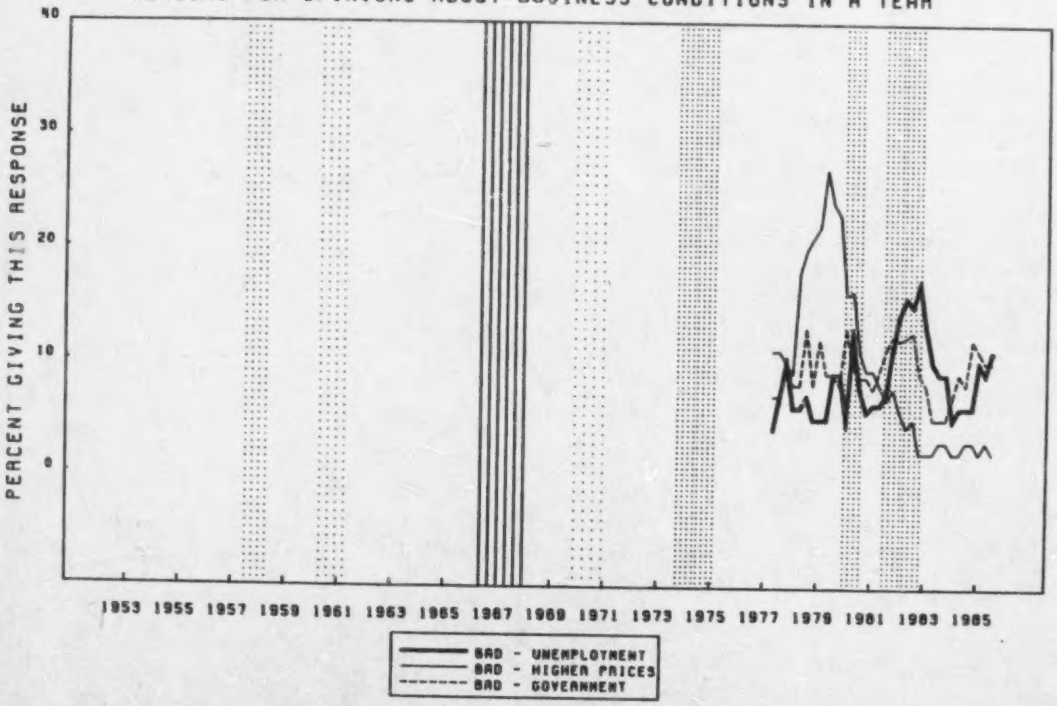


TABLE 16

REASONS FOR OPINIONS ABOUT CHANGES IN BUSINESS CONDITIONS IN A YEAR +

	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985
A. ALL FAMILIES													
FAVORABLE REASONS:													
Government; elections	12%	13%	10%	10%	15%	15%	16%	13%	14%	13%	10%	10%	7%
Employment	5	6	12	15	15	12	12	10	10	8	10	8	9
Higher consumer demand	3	5	6	9	7	8	6	4	4	4	4	5	3
Lower prices	2	2	5	6	2	3	2	1	2	2	2	1	2
Easier credit	9	13	12	13	6	5	3	2	4	5	4	4	5
UNFAVORABLE REASONS:													
Government; elections	13	9	8	5	5	5	7	9	8	12	11	10	10
Unemployment	15	17	13	10	9	9	5	6	6	6	10	9	11
Lower consumer demand	4	4	3	3	3	2	1	2	2	3	3	3	2
Higher prices	5	2	2	2	3	3	2	2	3	3	2	3	2
Tighter credit	7	3	2	2	3	2	3	7	5	3	3	1	1
Energy crisis	*	*	*	*	*	*	*	*	*	*	*	*	*
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
FAVORABLE REASONS:													
Government; elections	15%	15%	9%	12%	18%	17%	19%	14%	18%	14%	11%	12%	7%
Employment	6	8	13	15	16	14	10	11	9	9	11	8	9
Higher consumer demand	4	6	8	11	9	9	6	5	4	5	4	5	4
Lower prices	3	3	6	6	3	3	3	2	2	2	4	1	3
Easier credit	12	17	16	16	9	6	5	3	5	6	6	5	7
UNFAVORABLE REASONS:													
Government; elections	11	9	7	4	5	4	8	10	10	12	11	12	9
Unemployment	13	15	10	9	6	7	3	5	4	5	8	7	9
Higher consumer demand	5	5	4	2	3	2	1	2	2	3	2	3	2
Higher prices	3	2	1	2	2	2	3	2	2	2	3	2	2
Tighter credit	8	4	2	3	4	2	3	9	7	4	3	2	1
Energy crisis	*	*	*	*	*	*	*	*	*	*	*	*	*

The question was: "Why do you expect business conditions to be better/the same/worse a year from now?" following the question on table 15.

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

CHART 17 - RECENT CHANGES
TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

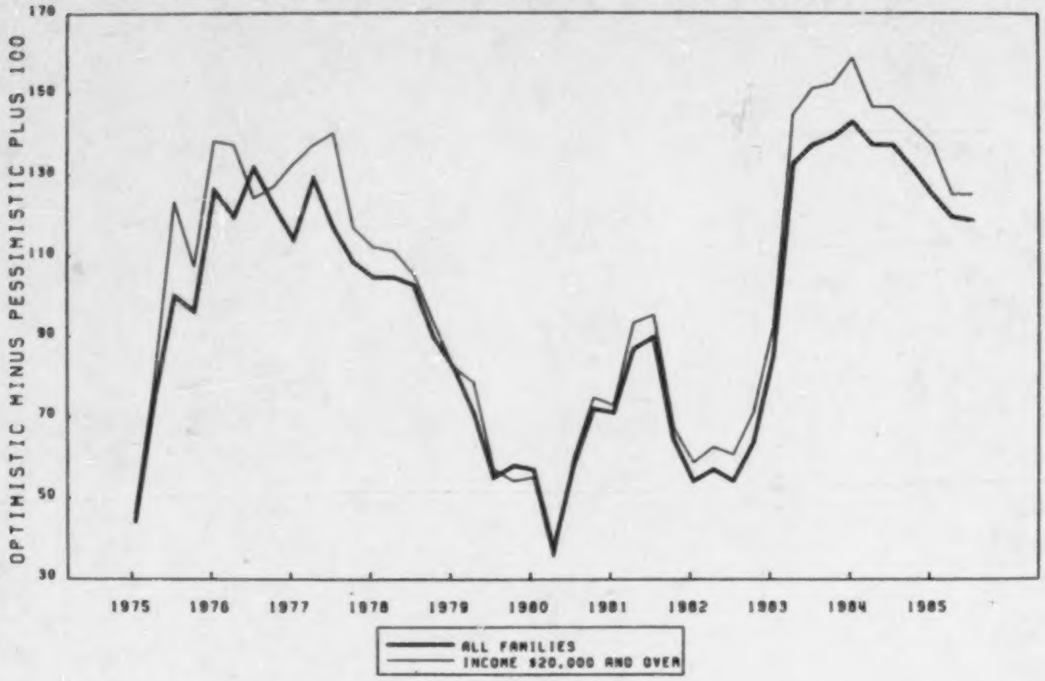


CHART 17 - HISTORICAL SERIES
TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

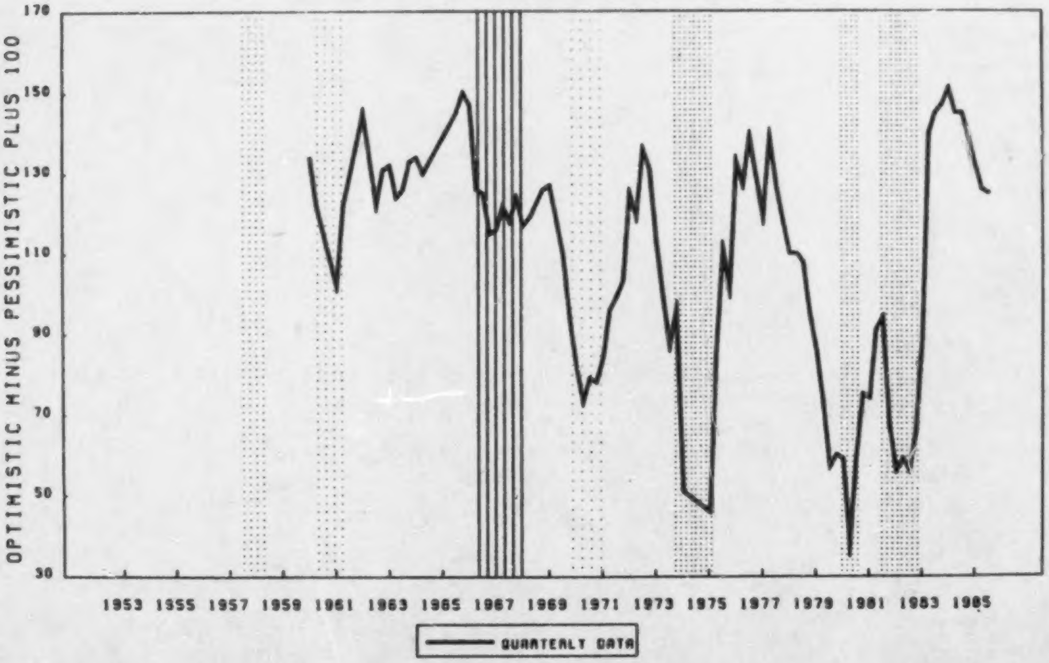


TABLE 17

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985
A. ALL FAMILIES													
TREND:													
Continuous increase (a)	7%	9%	19%	39%	37%	37%	35%	26%	26%	26%	23%	20%	18%
Intermittent increase (b)	6	8	12	22	26	28	32	37	36	33	33	32	34
Remain unchanged (c)	3	3	4	5	6	5	5	7	5	6	8	10	9
Intermittent decline (d)	35	33	29	16	13	14	12	12	11	13	16	18	18
Continuous decline (e)	21	18	12	6	6	5	4	6	6	8	9	9	10
Mixed change (f)	25	27	22	10	9	8	9	9	10	10	8	7	7
DK,NA	3	2	2	2	3	3	3	3	6	4	3	4	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
TREND:													
Continuous increase (a)	7%	11%	22%	45%	45%	46%	40%	28%	30%	29%	26%	23%	20%
Intermittent increase (b)	7	10	14	24	28	29	38	40	38	36	38	34	37
Remain unchanged (c)	3	2	2	4	3	4	4	6	4	6	8	8	9
Intermittent decline (d)	35	30	30	12	9	11	7	10	9	11	14	15	16
Continuous decline (e)	17	16	9	4	4	3	2	4	4	5	5	9	9
Mixed change (f)	29	30	22	10	10	5	8	11	11	10	8	8	7
DK,NA	2	1	1	1	1	2	1	1	4	3	1	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Combination of the responses to the questions on Tables 14 and 15.

Key: (a) Better than a year ago/Better a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 18 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

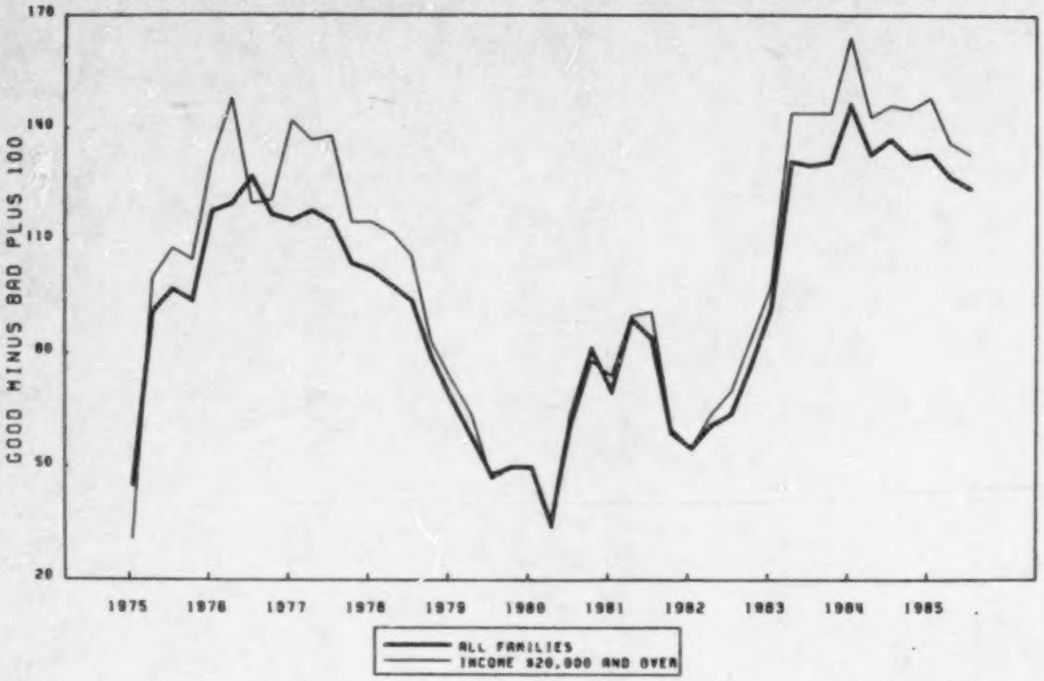


CHART 18 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

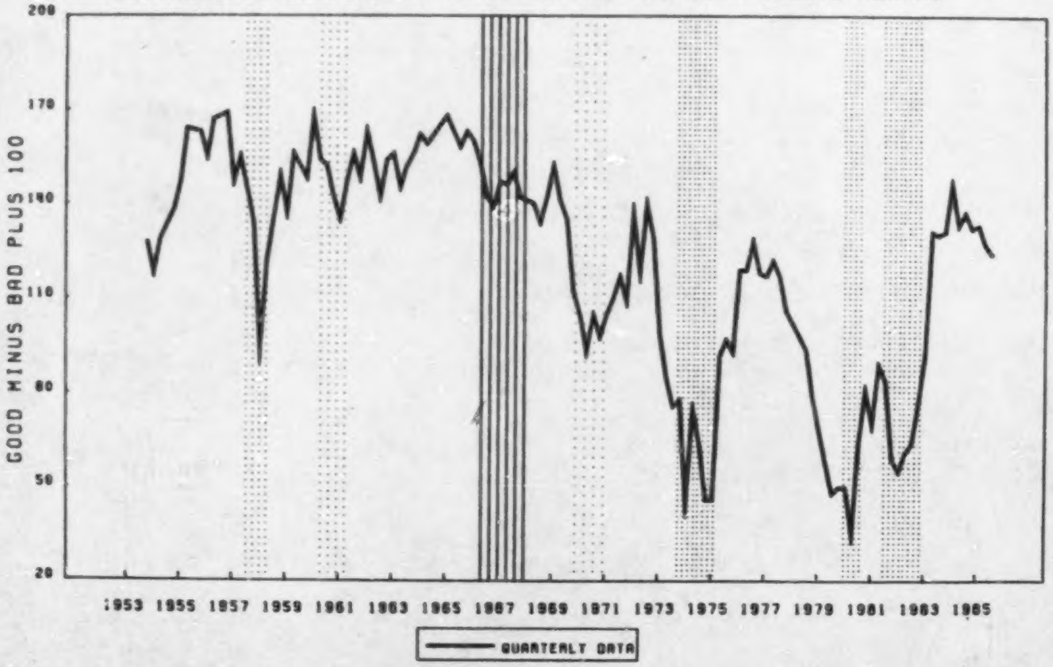


TABLE 18

BUSINESS CONDITIONS EXPECTED DURING THE NEXT 12 MONTHS

	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985
A. ALL FAMILIES													
GOOD TIMES	27%	33%	42%	61%	60%	61%	69%	61%	63%	59%	62%	57%	55%
UNCERTAIN; GOOD & BAD	4	3	1	2	3	3	2	3	3	3	3	2	4
BAD TIMES	63	57	50	30	30	30	22	28	26	27	29	30	32
DON'T KNOW	3	4	3	4	5	5	5	5	6	7	4	6	6
NOT ASCERTAINED	3	3	4	3	2	1	2	3	2	4	2	5	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIMES	30%	37%	45%	68%	68%	69%	80%	68%	68%	67%	70%	63%	62%
UNCERTAIN; GOOD & BAD	4	4	1	2	3	2	1	3	4	3	3	2	3
BAD TIMES	61	54	48	24	24	25	16	24	22	22	22	27	29
DON'T KNOW	2	2	1	3	3	2	2	4	4	5	3	3	4
NOT ASCERTAINED	3	3	5	3	2	2	1	1	2	3	2	5	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Now turning to business conditions in the country as a whole--do you think that during the next 12 months we'll have good times financially, or bad times or what?"

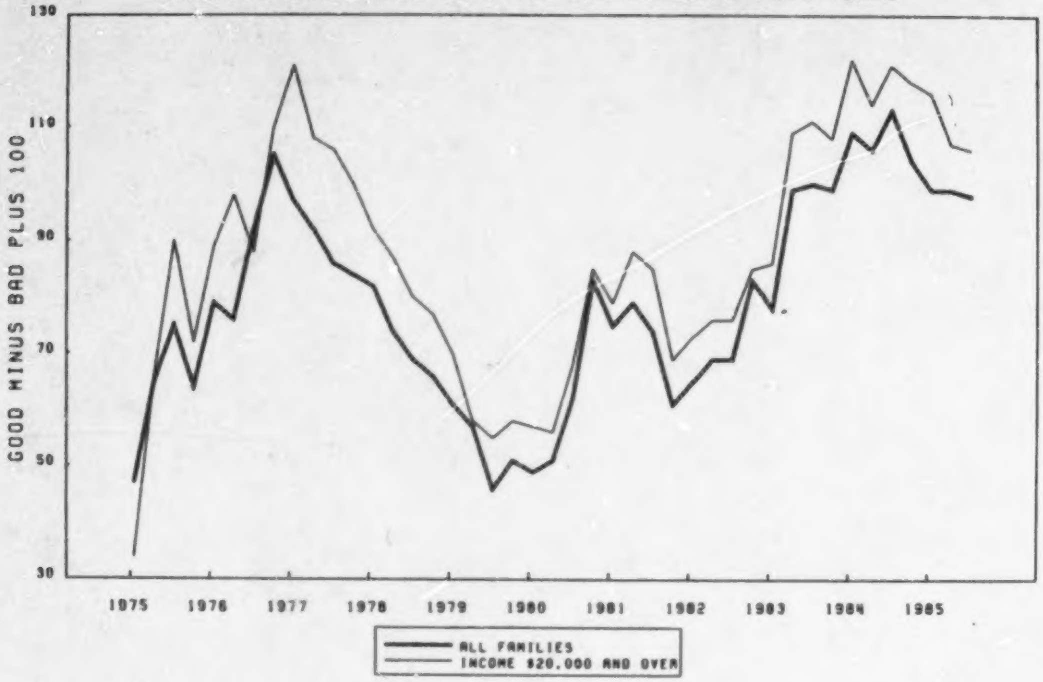


CHART 19 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

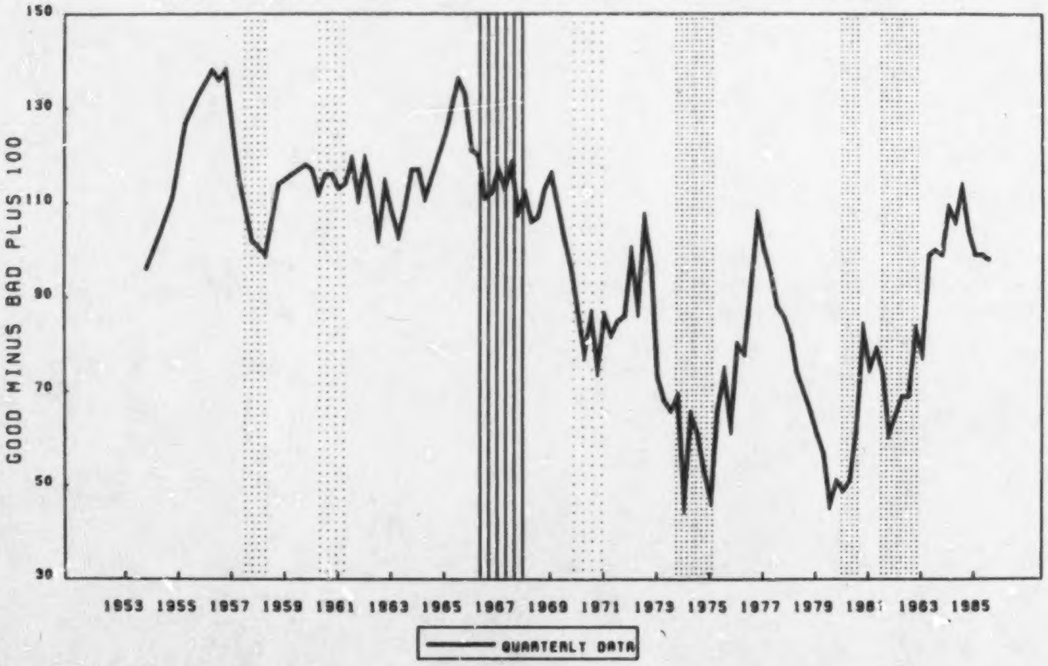


CHART 19 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

TABLE 19

BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS

	Jul- Sept 1982	Oct- Dec. 1982	Jan- Mar. 1983	Apr- June 1983	Jul- Sept 1983	Oct- Dec. 1983	Jan- Mar. 1984	Apr- June 1984	Jul- Sept 1984	Oct- Dec. 1984	Jan- Mar. 1985	Apr- June 1985	Jul- Sept 1985
A. ALL FAMILIES													
GOOD TIMES	24%	31%	30%	39%	38%	39%	44%	42%	46%	42%	41%	41%	40%
UNCERTAIN; GOOD & BAD	15	14	13	17	20	17	16	17	16	16	13	15	15
BAD TIMES	56	48	52	40	38	40	35	36	33	37	43	41	42
NOT ASCERTAINED	5	7	5	4	4	4	5	5	5	5	3	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIMES	28%	33%	34%	44%	44%	44%	52%	45%	49%	49%	50%	44%	44%
UNCERTAIN; GOOD & BAD	16	14	13	17	19	17	15	19	18	16	13	15	15
BAD TIMES	51	47	48	36	33	36	29	32	28	31	34	37	38
NOT ASCERTAINED	5	6	5	3	4	3	4	4	5	4	3	4	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next 5 years or so, or that we will have periods of widespread unemployment or depression, or what?"

CHART 20 - RECENT CHANGES
EXPECTED CHANGE IN UNEMPLOYMENT

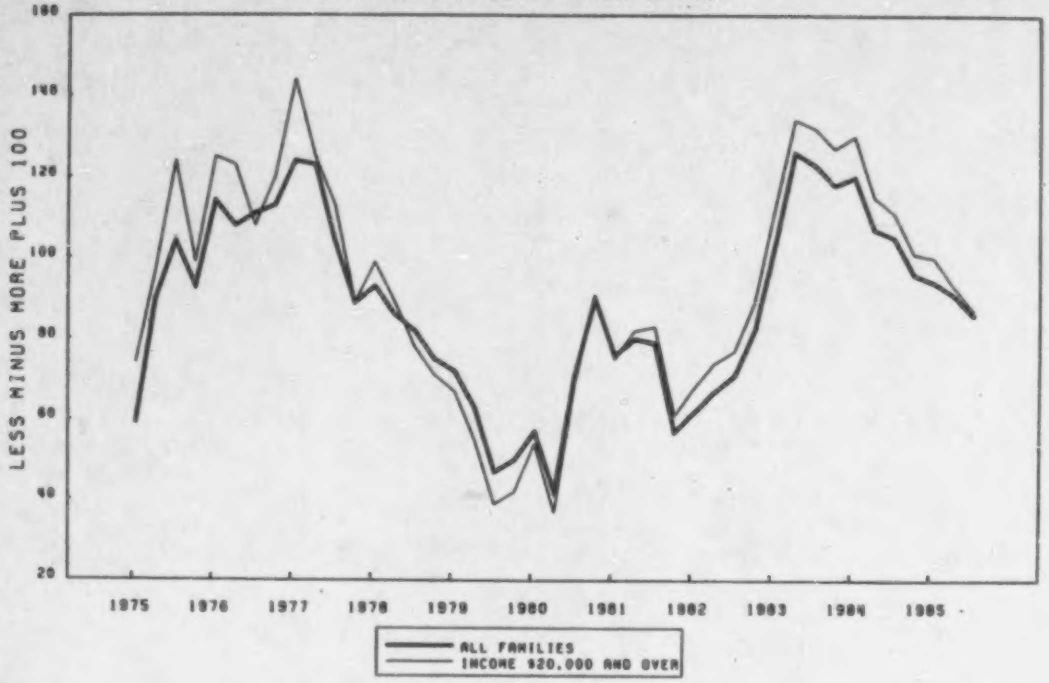


CHART 20 - HISTORICAL SERIES
EXPECTED CHANGE IN UNEMPLOYMENT

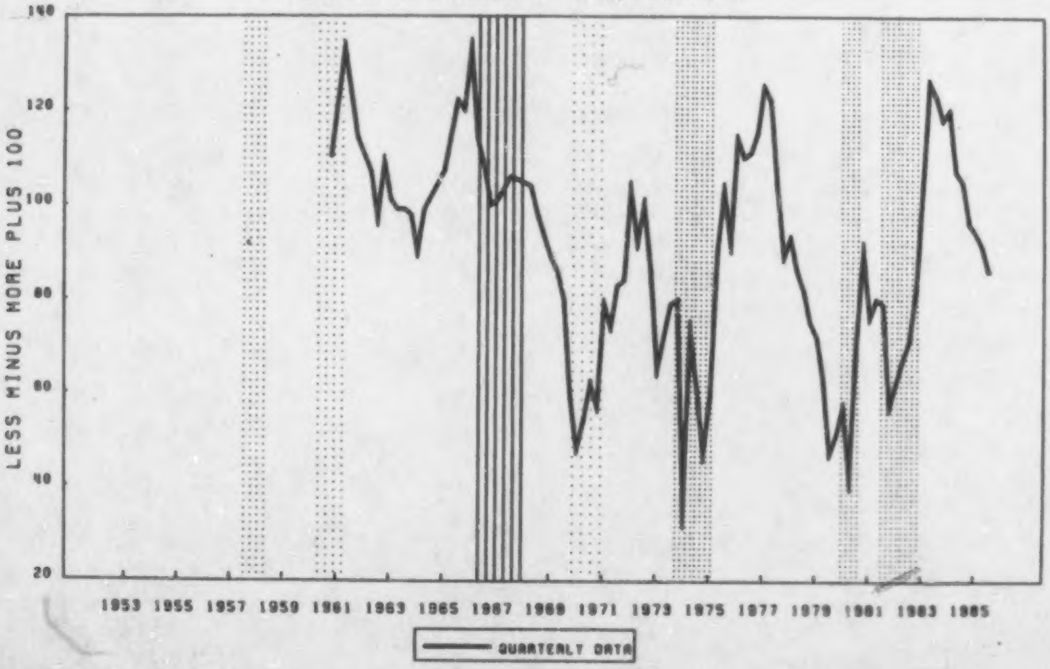


TABLE 20

EXPECTED CHANGE IN UNEMPLOYMENT

	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985
A. ALL FAMILIES													
LESS	17%	21%	29%	40%	39%	35%	35%	27%	25%	21%	21%	18%	15%
SAME	36	39	43	44	43	45	48	52	52	52	50	53	54
MORE	46	38	27	15	16	18	15	20	21	25	27	27	29
DK,NA	1	2	1	1	2	2	2	1	2	2	2	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
LESS	19%	24%	34%	45%	44%	41%	41%	31%	28%	23%	24%	19%	14%
SAME	38	41	44	43	43	45	47	53	54	55	52	56	58
MORE	42	35	22	11	12	14	11	16	17	21	24	25	27
DK,NA	1	*	*	1	1	*	1	*	1	1	*	*	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "How about people out of work during the coming 12 months--do you think that there will be more unemployment than now, about the same, or less?"

* : Less than half of one percent.

CHART 21 - RECENT CHANGES
EXPECTED CHANGE IN INTEREST RATES

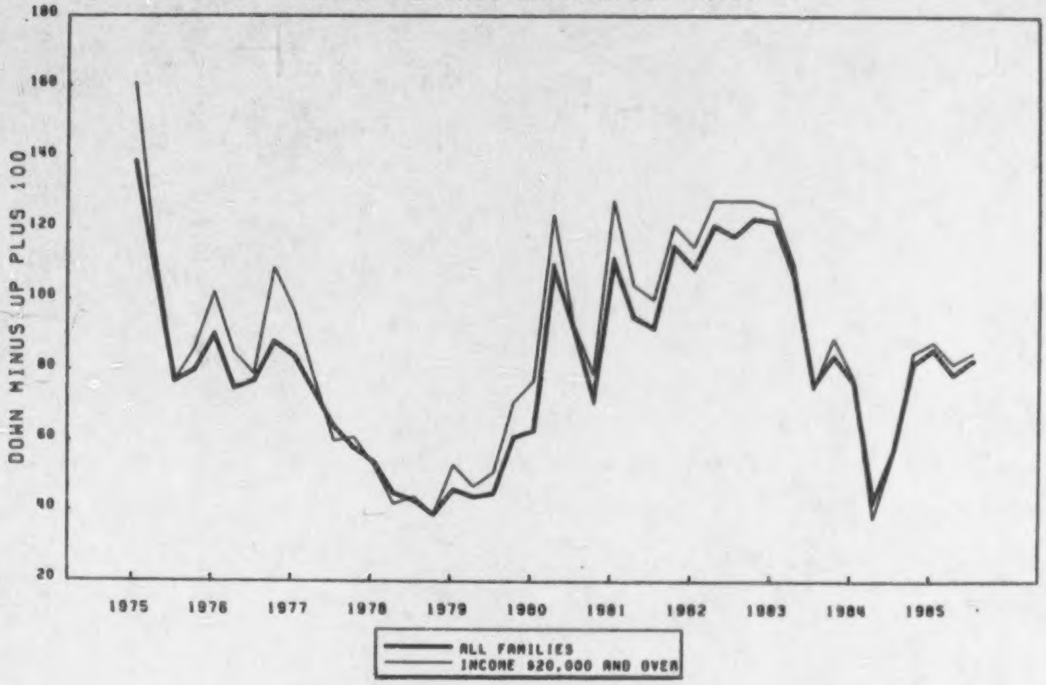


CHART 21 - HISTORICAL SERIES
EXPECTED CHANGE IN INTEREST RATES

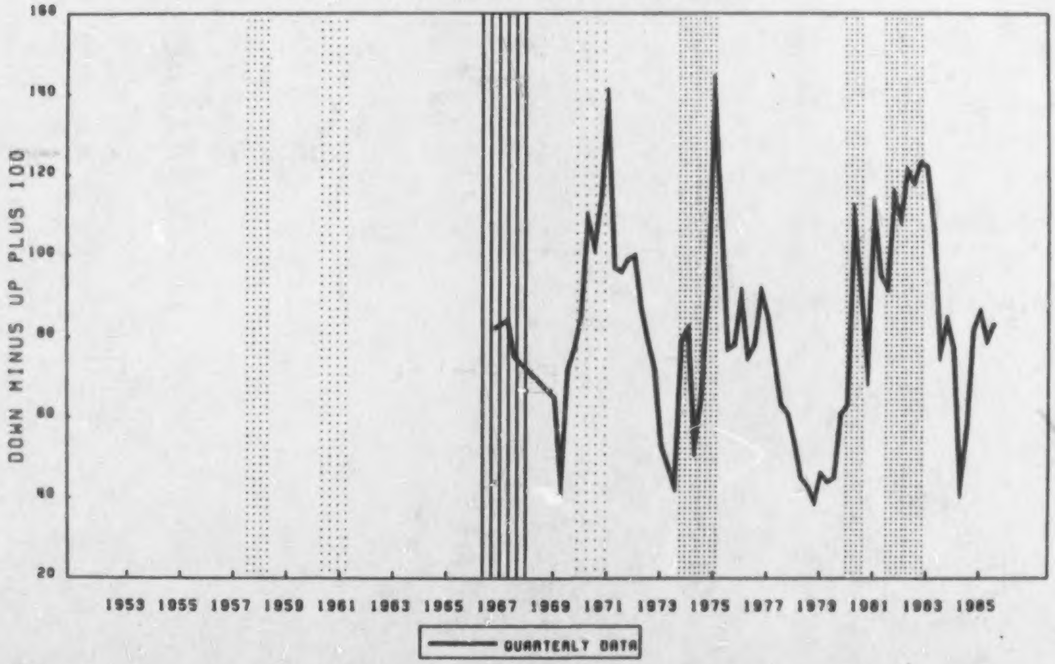


TABLE 21

EXPECTED CHANGE IN INTEREST RATES

	Jul- Sept 1982	Oct- Dec. 1982	Jan- Mar. 1983	Apr- June 1983	Jul- Sept 1983	Oct- Dec. 1983	Jan- Mar. 1984	Apr- June 1984	Jul- Sept 1984	Oct- Dec. 1984	Jan- Mar. 1985	Apr- June 1985	Jul- Sept 1985
A. ALL FAMILIES													
GO UP	22%	22%	20%	23%	44%	37%	40%	66%	55%	42%	39%	42%	40%
STAY THE SAME	34	28	35	44	34	37	39	23	29	31	34	34	36
GO DOWN	40	46	42	31	19	22	17	9	13	24	24	21	22
DK,NA	4	4	3	2	3	4	4	2	3	3	3	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GO UP	18%	20%	18%	21%	44%	34%	39%	70%	56%	40%	38%	41%	37%
STAY THE SAME	34	30	36	47	36	41	42	22	30	34	36	34	39
GO DOWN	46	49	44	31	19	23	17	8	12	25	25	24	23
DK,NA	2	1	2	1	1	2	2	*	2	1	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "No one can say for sure, but what do you think will happen to interest rates for borrowing money during the next 12 months--will they go up, stay the same, or go down?"

* : Less than half of one percent.

CHART 22 - RECENT CHANGES
CHANGE IN PRICES DURING THE LAST 12 MONTHS

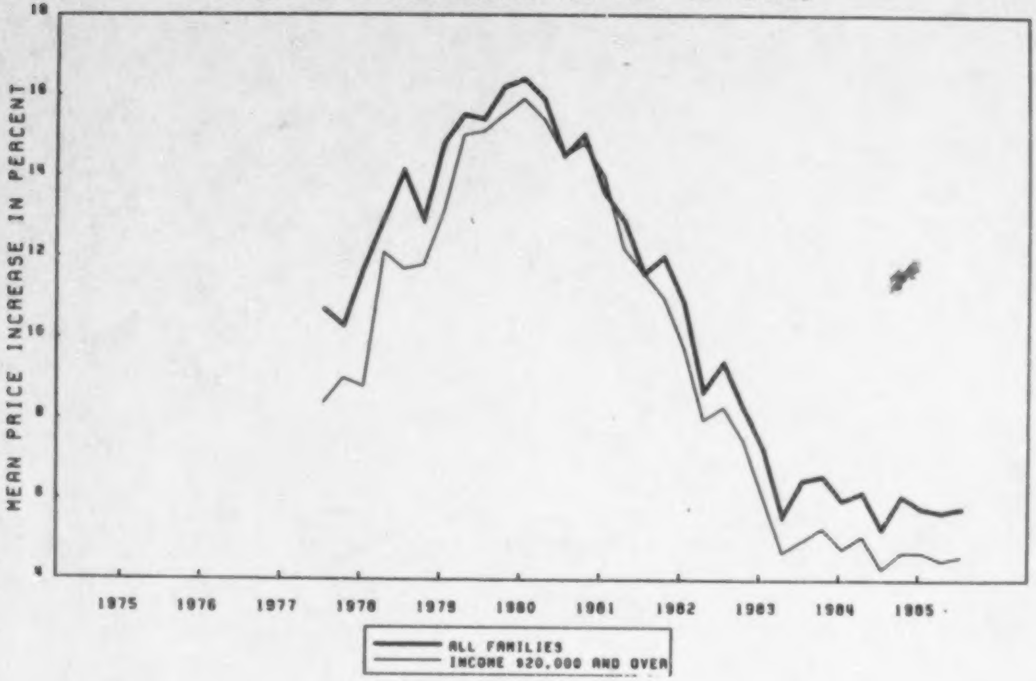


CHART 22 - HISTORICAL SERIES
CHANGE IN PRICES DURING THE LAST 12 MONTHS

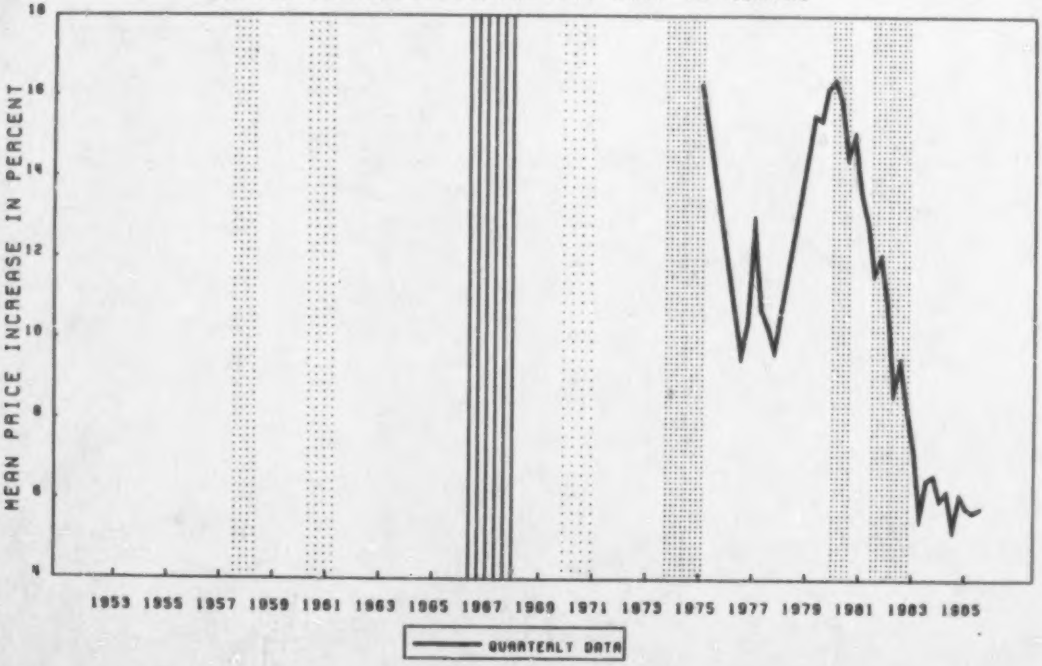


TABLE 22

CHANGE IN PRICES DURING THE LAST 12 MONTHS

	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985
A. ALL FAMILIES													
SAME OR DOWN	13%	20%	26%	30%	24%	23%	23%	22%	28%	26%	26%	23%	24%
GONE UP BY:													
1-2%	6	5	6	8	9	9	10	11	9	10	11	12	12
3-4%	9	8	10	12	13	14	15	15	15	15	17	17	18
5%	12	15	15	15	15	15	16	17	17	15	15	15	16
6-9%	14	12	9	9	9	9	9	9	8	6	7	8	5
10-14%	22	18	15	12	13	13	12	11	10	11	10	11	11
15% or more	17	15	13	9	10	10	8	10	8	10	9	9	8
DK how much up	6	6	5	4	6	6	6	5	5	6	5	4	5
DK,NA	1	1	1	1	1	1	1	*	*	1	*	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	9.4	8.3	7.3	5.6	6.5	6.6	6.0	6.2	5.3	6.1	5.8	5.7	5.8
VARIANCE	99	97	97	63	84	82	70	69	62	82	77	66	77
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
SAME OR DOWN	16%	23%	29%	33%	27%	26%	29%	25%	33%	30%	32%	27%	28%
GONE UP BY:													
1-2%	6	6	6	9	10	8	11	13	10	11	12	11	13
3-4%	9	9	11	13	14	15	15	16	15	16	17	19	18
5%	13	15	16	15	17	16	17	17	19	16	15	18	16
6-9%	17	13	11	10	10	11	9	11	7	8	7	7	6
10-14%	22	17	12	11	11	12	10	9	7	8	8	10	11
15% or more	14	13	11	7	7	7	6	7	6	7	7	5	6
DK how much up	3	4	3	2	3	4	3	2	3	3	2	2	2
DK,NA	*	*	1	*	1	1	*	*	*	1	*	1	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	8.3	7.5	6.1	4.7	5.0	5.3	4.8	5.1	4.3	4.7	4.7	4.5	4.6
VARIANCE	80	82	76	41	46	51	50	55	47	48	60	38	49

The questions were: "During the last 12 months, have prices of the things you buy remained unchanged, or have they gone up, or have they gone down?" and "By about what percent do you think prices have gone up,on the average, during the last 12 months?"

* : Less than half of one percent.

CHART 23 - RECENT CHANGES
MEAN EXPECTED PRICE INCREASES DURING NEXT 12 MONTHS

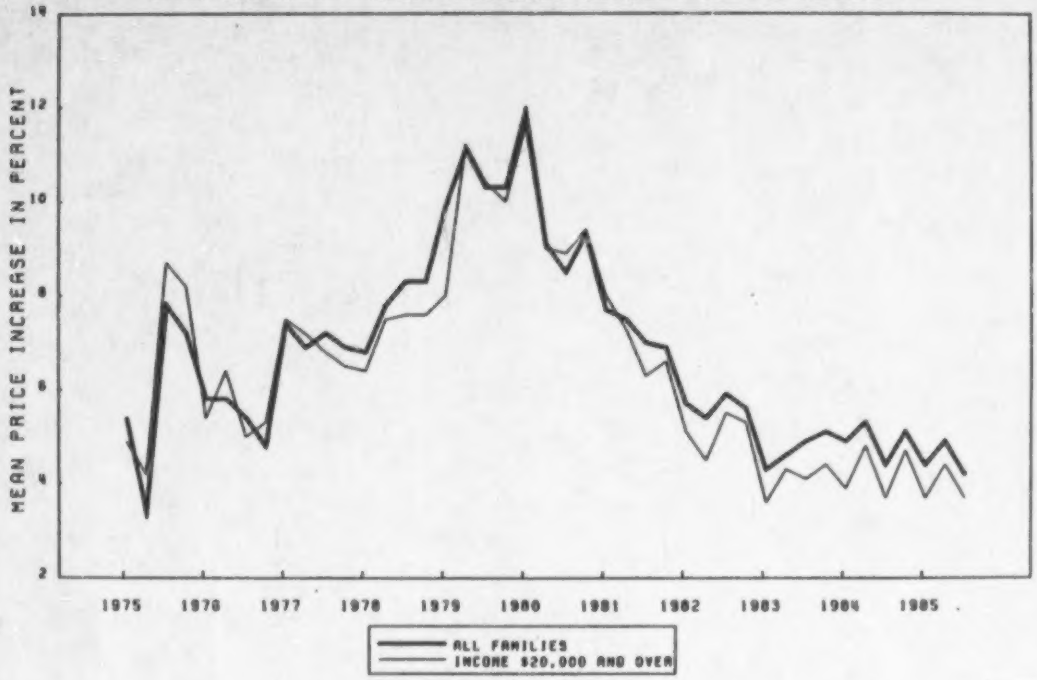


CHART 23 - HISTORICAL SERIES
MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

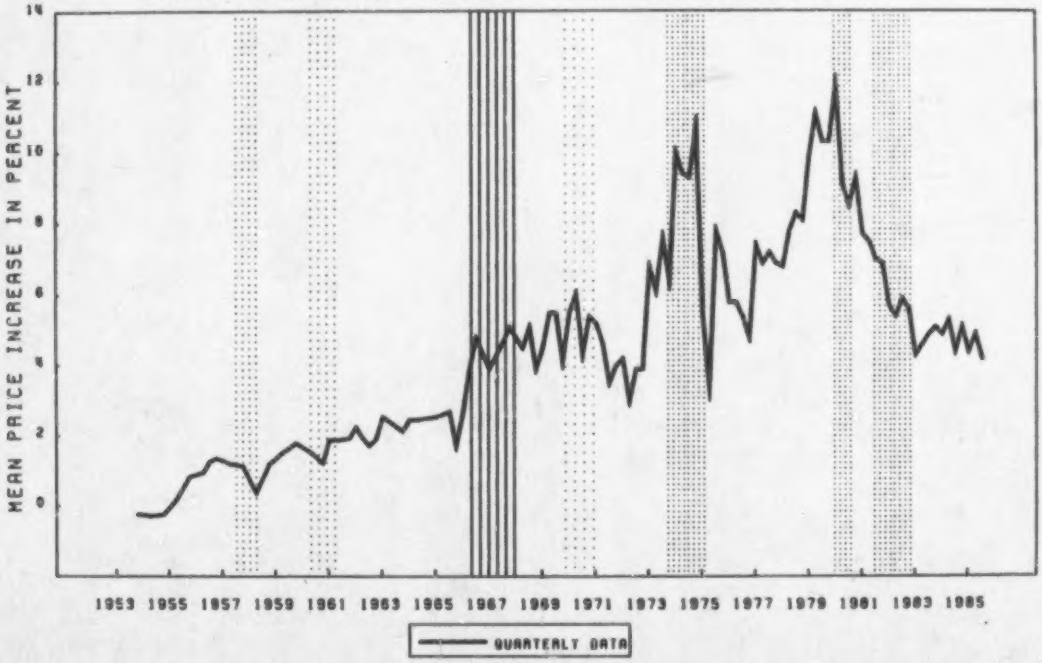


TABLE 23

EXPECTED CHANGE IN PRICES DURING THE NEXT 12 MONTHS

	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985
A. ALL FAMILIES													
SAME OR DOWN	26%	32%	38%	32%	27%	24%	24%	19%	24%	23%	26%	20%	25%
WILL GO UP BY:													
1-2%	8	5	9	9	13	12	14	14	16	14	15	16	18
3-4%	10	10	12	14	15	15	18	16	17	16	19	20	19
5%	16	15	15	17	16	16	16	18	17	17	15	18	15
6-9%	13	10	7	10	8	9	8	11	7	8	6	7	7
10-14%	13	13	8	9	9	11	10	11	8	10	9	9	7
15% or more	8	9	6	5	6	6	5	6	5	6	5	6	5
DK how much up	4	4	3	3	4	5	4	4	4	4	4	2	3
DK,NA	2	2	2	1	2	2	1	1	2	2	1	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	5.9	5.6	4.3	4.6	4.9	5.1	4.9	5.3	4.4	5.1	4.4	4.9	4.2
VARIANCE	59	64	53	49	47	45	49	44	38	43	40	47	39
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
SAME OR DOWN	25%	32%	39%	29%	26%	24%	25%	18%	24%	20%	27%	19%	23%
WILL GO UP BY:													
1-2%	8	5	10	9	14	13	15	15	18	14	18	15	20
3-4%	11	10	13	15	18	16	20	19	19	20	22	25	21
5%	17	16	18	19	18	18	18	19	20	20	16	19	17
6-9%	16	12	7	12	9	13	10	13	8	9	5	8	6
10-14%	12	14	6	9	8	9	7	10	5	10	6	8	7
15% or more	7	7	4	4	4	4	2	4	3	4	4	4	3
DK how much up	3	3	2	2	2	2	2	2	2	2	2	1	2
DK,NA	1	1	1	1	1	1	1	*	1	1	*	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	5.5	5.3	3.6	4.3	4.1	4.4	3.9	4.8	3.7	4.7	3.7	4.4	3.7
VARIANCE	46	51	36	33	26	28	24	35	21	36	30	30	22

The questions were: "During the next 12 months, do you think that prices in general will go up, or go down, or stay where they are now?" and "By about what percent do you expect prices to go up, on the average, during the next 12 months?"

* : Less than half of one percent.

CHART 24 - RECENT CHANGES
UNEMPLOYMENT OR INFLATION MORE SERIOUS

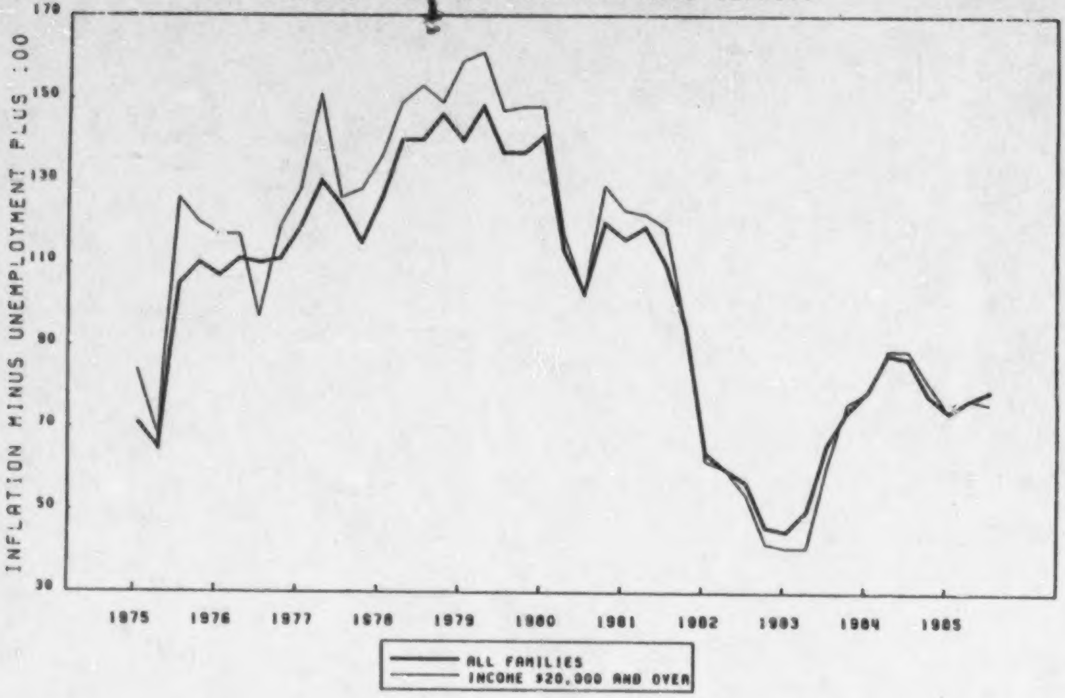


CHART 24 - HISTORICAL SERIES
UNEMPLOYMENT OR INFLATION MORE SERIOUS

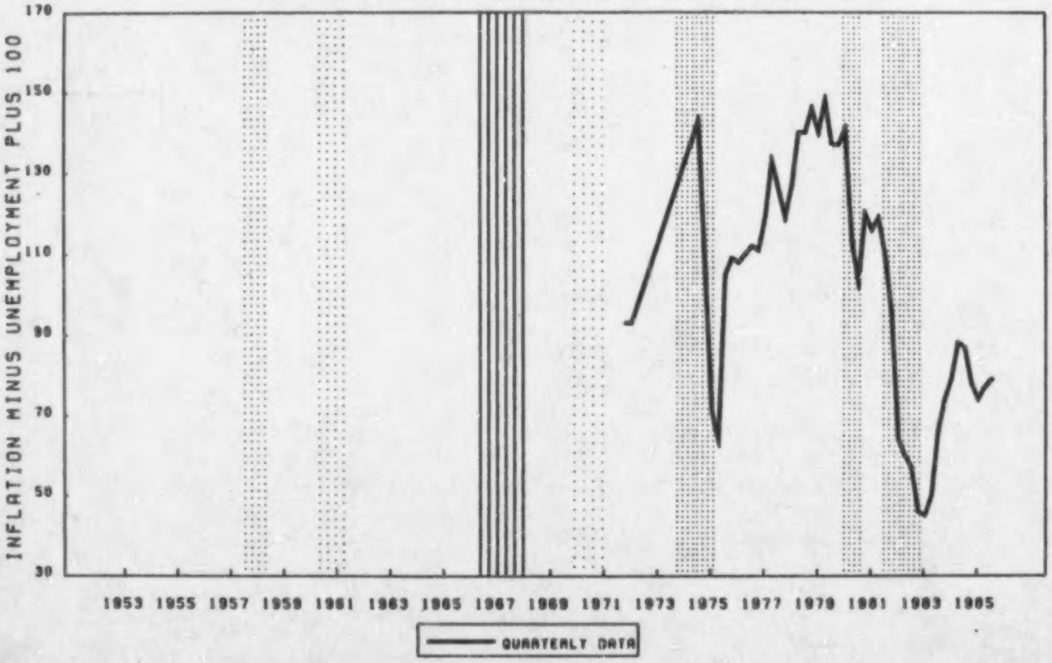


TABLE 24

UNEMPLOYMENT OR INFLATION MORE SERIOUS ECONOMIC HARDSHIP

	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985
A. ALL FAMILIES													
UNEMPLOYMENT	66%	72%	73%	71%	63%	59%	56%	53%	52%	57%	59%	58%	56%
BOTH EQUALLY SERIOUS	10	9	7	7	7	6	6	5	6	7	5	5	5
INFLATION	23	18	18	21	29	33	35	40	39	34	33	34	35
DK,NA	1	1	2	1	1	2	3	2	3	2	3	3	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
UNEMPLOYMENT	69%	76%	76%	77%	66%	59%	58%	53%	53%	55%	60%	59%	59%
BOTH EQUALLY SERIOUS	8	5	6	4	6	5	4	4	4	6	4	4	4
INFLATION	23	18	18	18	28	35	37	42	41	36	34	35	35
DK,NA	*	1	*	1	*	1	1	1	2	3	2	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Which of the two problems--unemployment or inflation--do you think will cause the more serious economic hardship for people during the next year or so?"

* : Less than half of one percent.

CHART 25 - RECENT CHANGES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

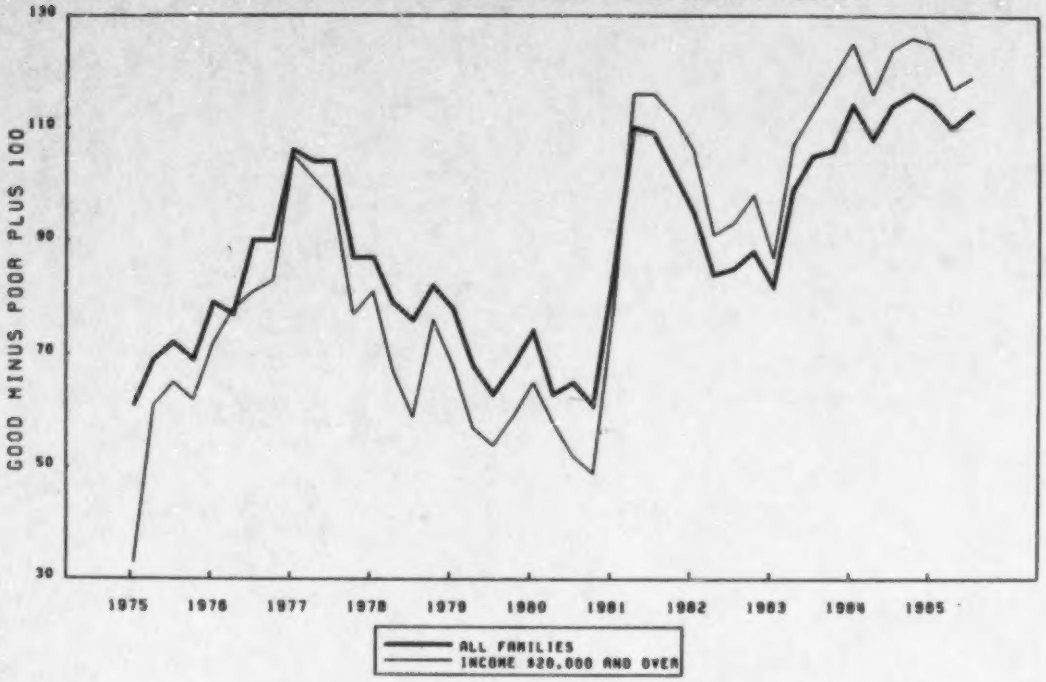


CHART 25 - HISTORICAL SERIES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

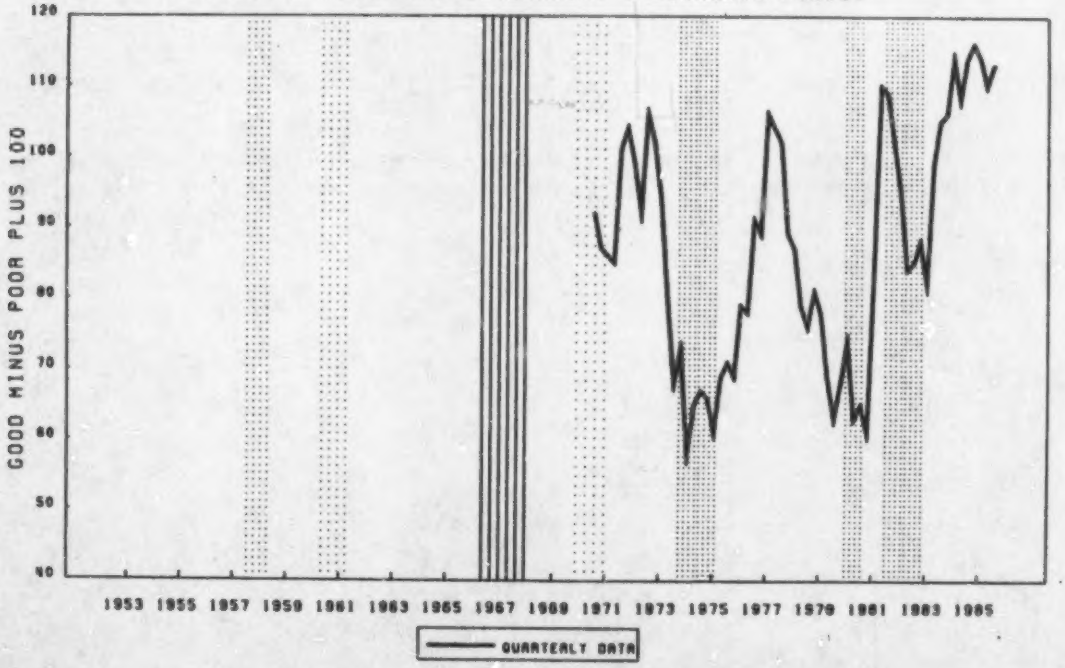


TABLE 25

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985
A. ALL FAMILIES													
A GOOD JOB	18%	20%	18%	21%	27%	27%	32%	28%	33%	33%	33%	29%	30%
ONLY FAIR	46	44	44	54	49	50	48	50	46	47	46	51	51
A POOR JOB	33	32	36	23	22	21	18	20	19	18	19	18	16
DK,NA	3	4	2	2	2	2	2	2	2	2	2	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
A GOOD JOB	22%	25%	19%	25%	31%	33%	38%	31%	38%	40%	39%	34%	33%
ONLY FAIR	47	45	47	55	50	51	47	51	46	45	46	49	51
A POOR JOB	29	26	32	19	18	15	14	16	15	15	14	16	14
DK,NA	2	4	2	1	1	1	1	2	1	*	1	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "As to the economic policy of the government--I mean steps taken to fight inflation or unemployment--would you say the government is doing a good job, only fair, or a poor job?"

* : Less than half of one percent.

CHART 26 - RECENT CHANGES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

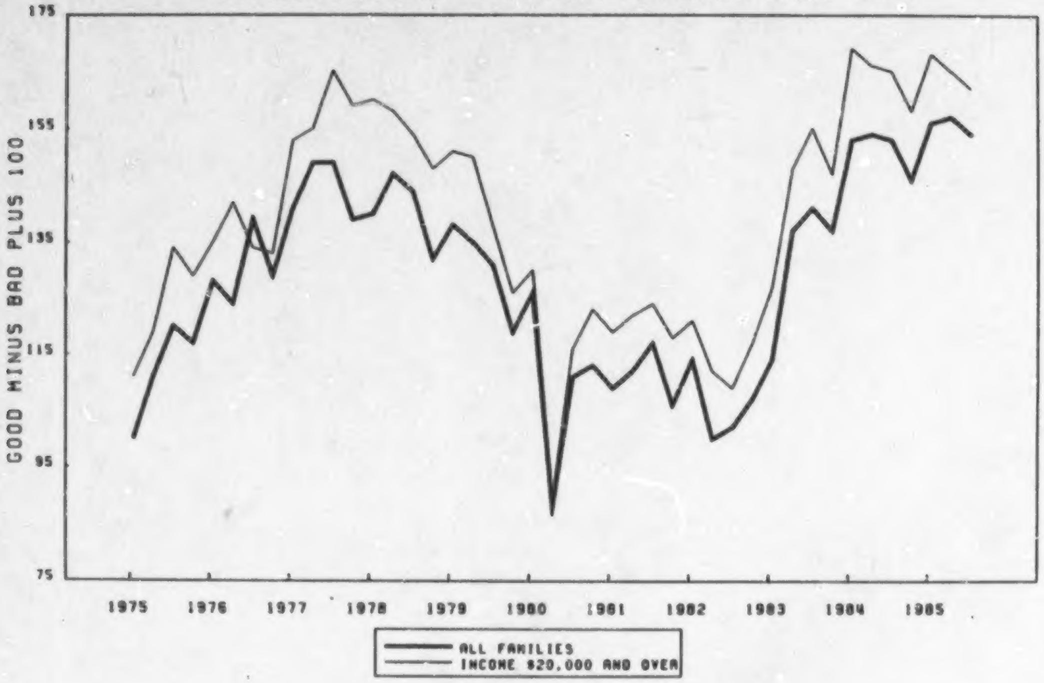


CHART 26 - HISTORICAL SERIES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

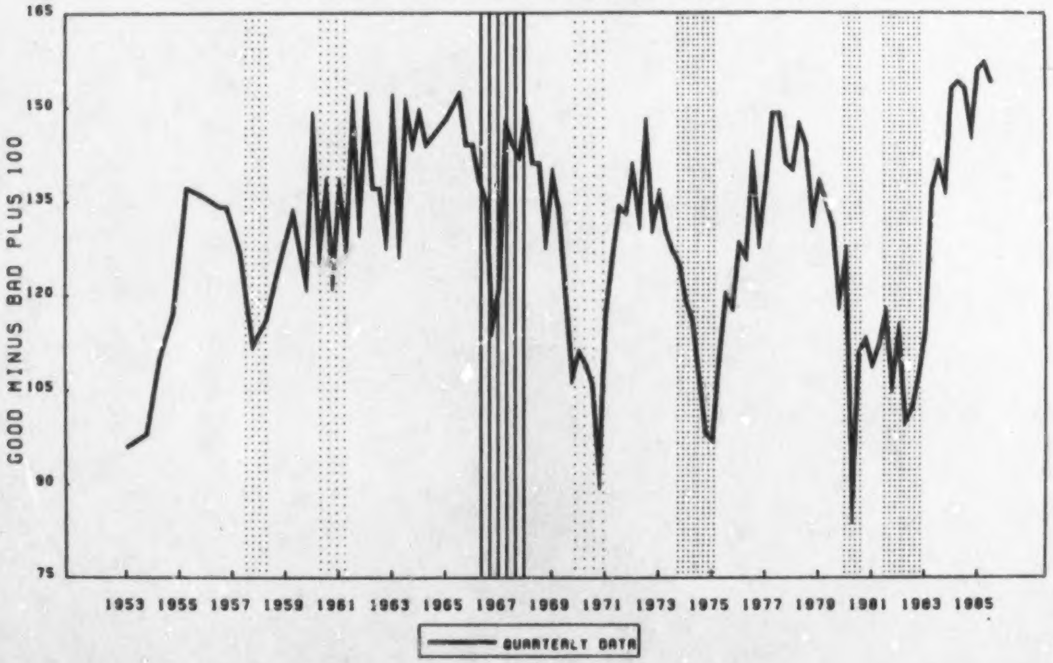


TABLE 26

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985
A. ALL FAMILIES													
GOOD TIME TO BUY	44%	48%	53%	64%	65%	63%	71%	72%	71%	68%	74%	74%	72%
UNCERTAIN, DEPENDS	14	12	9	8	10	11	10	10	10	10	8	8	10
BAD TIME TO BUY	42	40	38	28	25	26	19	18	19	22	18	18	18
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY	47%	52%	59%	70%	73%	69%	81%	79%	78%	75%	81%	79%	77%
UNCERTAIN, DEPENDS	15	13	9	8	8	8	7	8	9	8	6	7	7
BAD TIME TO BUY	38	35	32	22	19	23	12	13	13	17	13	14	16
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?"

CHART 27A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

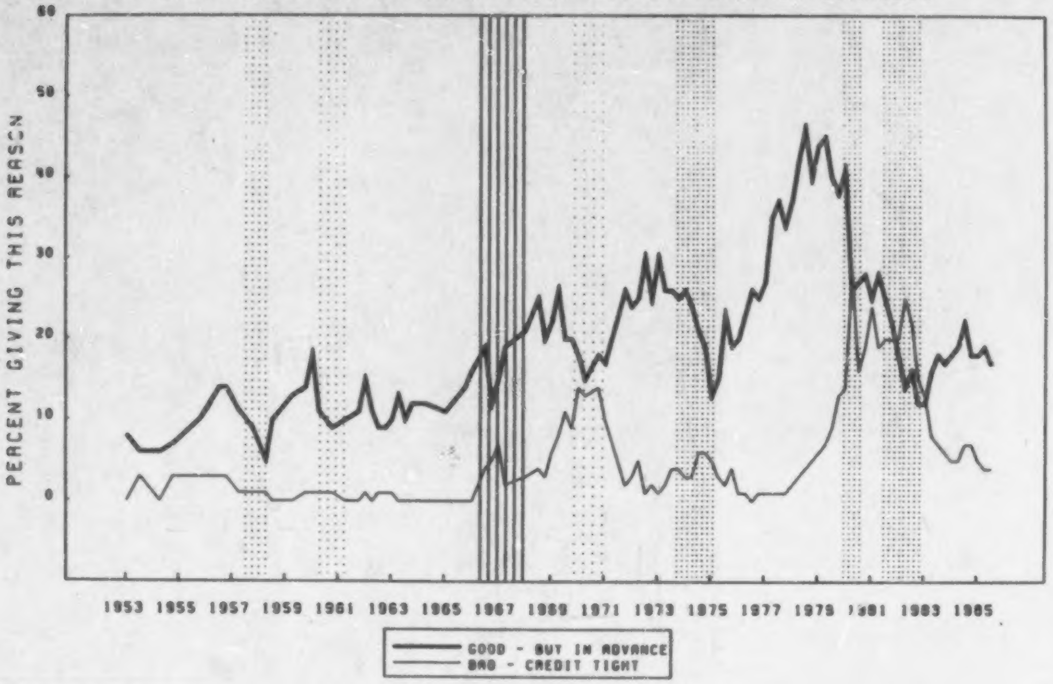


CHART 27B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

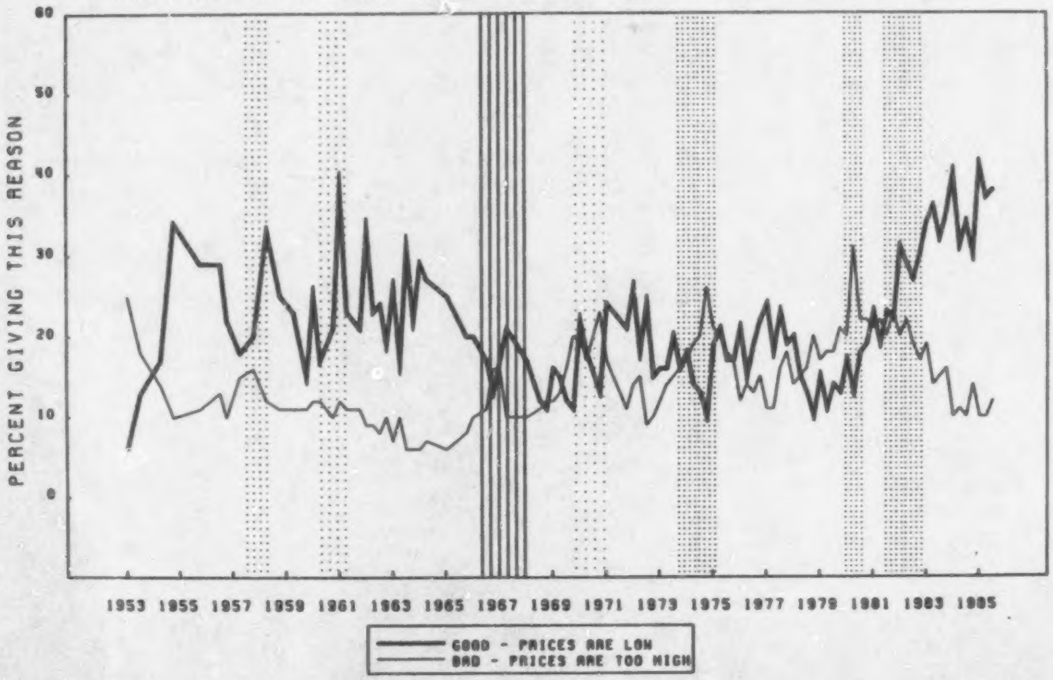


TABLE 27

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS +

	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985
A. ALL FAMILIES													
GOOD TIME TO BUY:													
Prices are low; good buys available	27%	30%	34%	36%	32%	35%	40%	31%	34%	30%	41%	37%	38%
Prices won't come down; are going higher	16	12	12	16	18	17	18	19	22	18	18	19	17
Interest rates low; credit is easy	3	6	9	14	12	7	10	12	9	11	11	12	14
BAD TIME TO BUY:													
Prices are high	19	17	19	14	15	16	10	11	10	14	10	10	12
Interest rates are high; credit is tight	22	15	13	8	7	6	5	5	7	7	5	4	4
Lack of purchasing power	20	22	19	14	10	10	8	6	6	7	8	7	6
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY:													
Prices are low; good buys available	34%	35%	39%	39%	37%	42%	45%	36%	38%	37%	46%	40%	41%
Prices won't come down; are going higher	17	12	14	19	20	18	21	22	22	19	19	21	17
Interest rates low; credit is easy	4	7	11	17	16	8	13	14	12	12	13	16	18
BAD TIME TO BUY:													
Prices are high	16	13	12	11	11	14	6	8	7	10	6	7	11
Interest rates are high; credit is tight	27	17	14	7	6	6	5	6	6	6	5	5	4
Lack of purchasing power	17	20	18	11	7	7	4	3	4	5	6	6	5

Responses to the query: "Why do you say so?" following the question on Table 26.

+ : May add to more than 100% due to multiple mentions.

CHART 28 - RECENT CHANGES
BUYING CONDITIONS FOR HOUSES

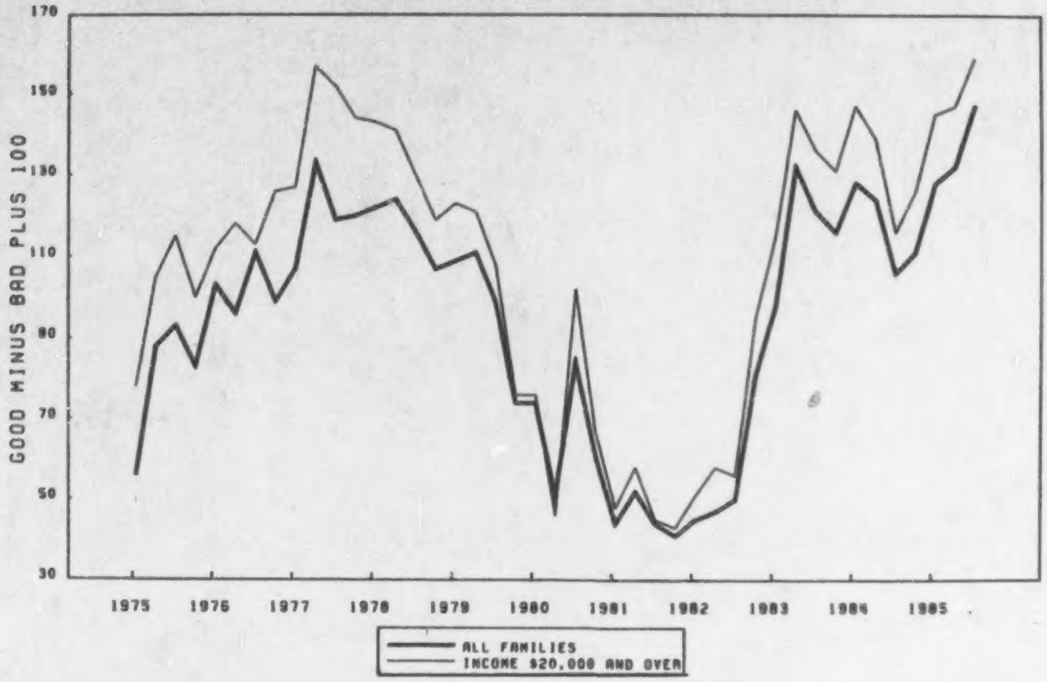


CHART 28 - HISTORICAL SERIES
BUYING CONDITIONS FOR HOUSES

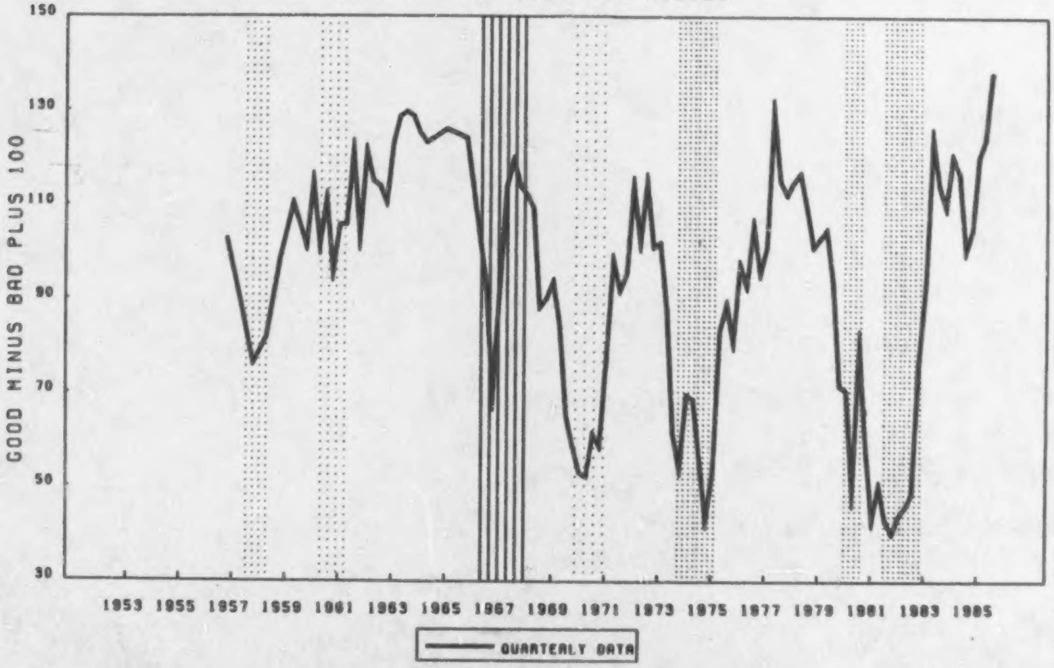


TABLE 28

BUYING CONDITIONS FOR HOUSES

	Jul- Sept 1982	Oct- Dec. 1982	Jan- Mar. 1983	Apr- June 1983	Jul- Sept 1983	Oct- Dec. 1983	Jan- Mar. 1984	Apr- June 1984	Jul- Sept 1984	Oct- Dec. 1984	Jan- Mar. 1985	Apr- June 1985	Jul- Sept 1985
A. ALL FAMILIES													
GOOD TIME TO BUY	21%	38%	48%	64%	58%	55%	61%	59%	50%	53%	62%	64%	71%
UNCERTAIN, DEPENDS	8	5	2	4	4	6	5	5	6	5	4	4	5
BAD TIME TO BUY	71	57	50	32	38	39	34	36	44	42	34	32	24
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY	24%	45%	56%	72%	66%	63%	72%	68%	55%	61%	71%	72%	78%
UNCERTAIN, DEPENDS	7	5	2	2	4	4	4	3	5	4	3	3	2
BAD TIME TO BUY	69	50	42	26	30	33	24	29	40	35	26	25	20
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Generally speaking, do you think now is a good time or a bad time to buy a house?"

CHART 29A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

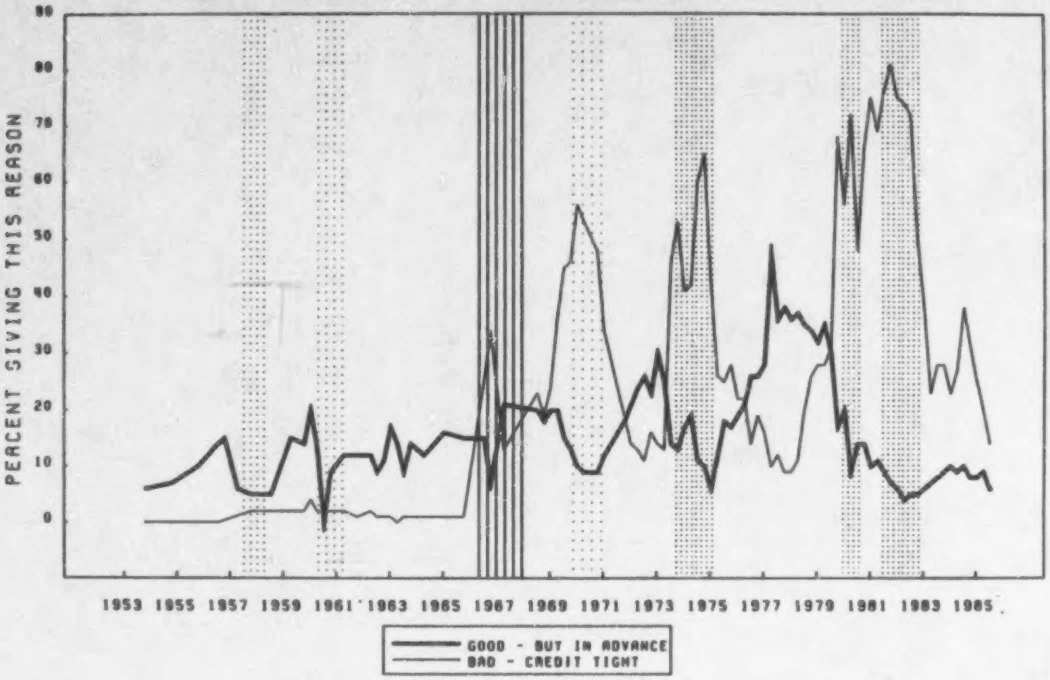


CHART 29B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

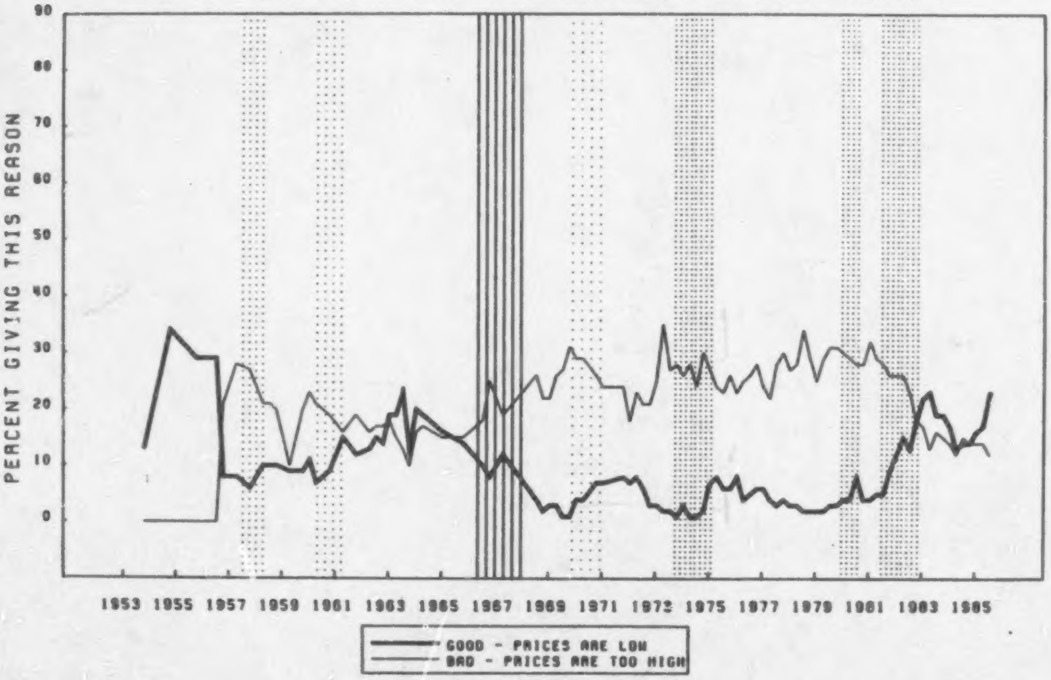


TABLE 29

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES +

	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985
A. ALL FAMILIES													
GOOD TIME TO BUY:													
Prices are low; good buys available	13%	18%	22%	23%	19%	19%	17%	13%	14%	14%	16%	17%	23%
Prices won't come down; are going higher	5	5	6	7	8	9	10	9	10	8	8	9	6
Interest rates low; credit is easy	10	29	40	57	47	40	47	45	35	39	49	49	57
Good investment	3	4	4	5	6	6	7	6	5	6	6	6	5
BAD TIME TO BUY:													
Prices are high	23	18	17	13	16	15	14	12	15	14	14	14	12
Interest rates are high; credit is tight	72	50	38	23	28	28	23	27	38	31	25	20	14
Lack of purchasing power	23	23	22	14	13	15	11	11	11	12	11	12	10
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY:													
Prices are low; good buys available	19%	24%	27%	28%	23%	23%	21%	16%	17%	18%	21%	22%	26%
Prices won't come down; are going higher	4	5	7	8	9	9	10	12	12	9	9	10	7
Interest rates low; credit is easy	13	36	50	66	56	49	59	54	43	47	60	59	68
Good investment	3	5	5	5	7	6	9	8	6	6	7	6	5
BAD TIME TO BUY:													
Prices are high	18	16	13	9	12	13	11	10	12	11	11	11	9
Interest rates are high; credit is tight	77	48	37	21	27	26	19	26	38	31	22	20	13
Lack of purchasing power	18	16	16	9	10	9	5	7	8	7	7	8	7

Responses to the query: "Why do you say so?" following the question on Table 28.

+ : May add to more than 100% due to multiple mentions.

CHART 30 - RECENT CHANGES
BUYING CONDITIONS FOR CARS

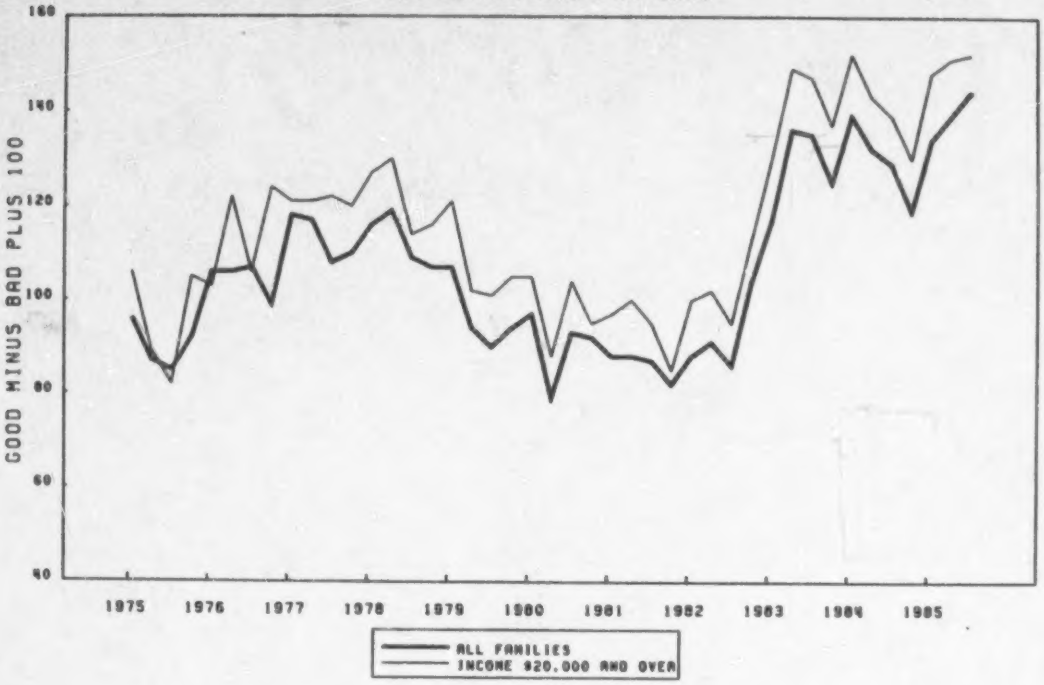


CHART 30 - HISTORICAL SERIES
BUYING CONDITIONS FOR CARS

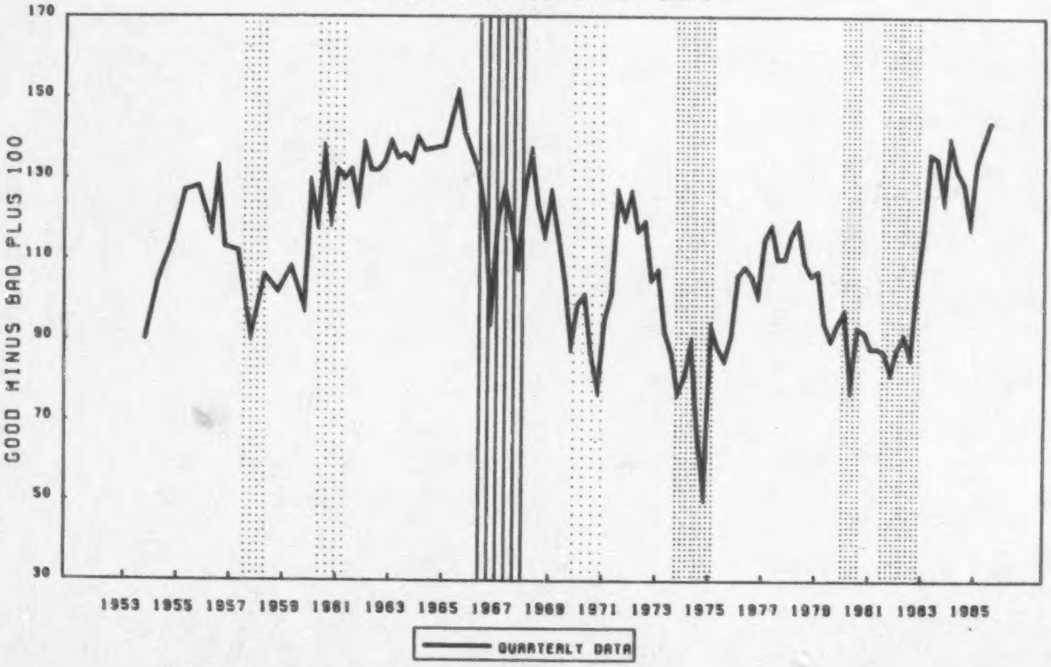


TABLE 30

BUYING CONDITIONS FOR CARS

	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985
A. ALL FAMILIES													
GOOD TIME TO BUY	37%	47%	55%	65%	64%	58%	64%	61%	60%	55%	63%	67%	67%
UNCERTAIN; DEPENDS	11	9	7	6	7	9	11	10	9	10	8	6	9
BAD TIME TO BUY	52	44	38	29	29	33	25	29	31	35	29	27	24
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY	43%	53%	61%	72%	72%	65%	72%	68%	66%	61%	71%	73%	72%
UNCERTAIN; DEPENDS	9	8	8	5	4	7	7	7	7	7	5	4	7
BAD TIME TO BUY	48	39	31	23	24	28	21	25	27	32	24	23	21
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "Speaking now of the automobile market--do you think the next 12 months or so will be a good time or a bad time to buy a car?"

CHART 31A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

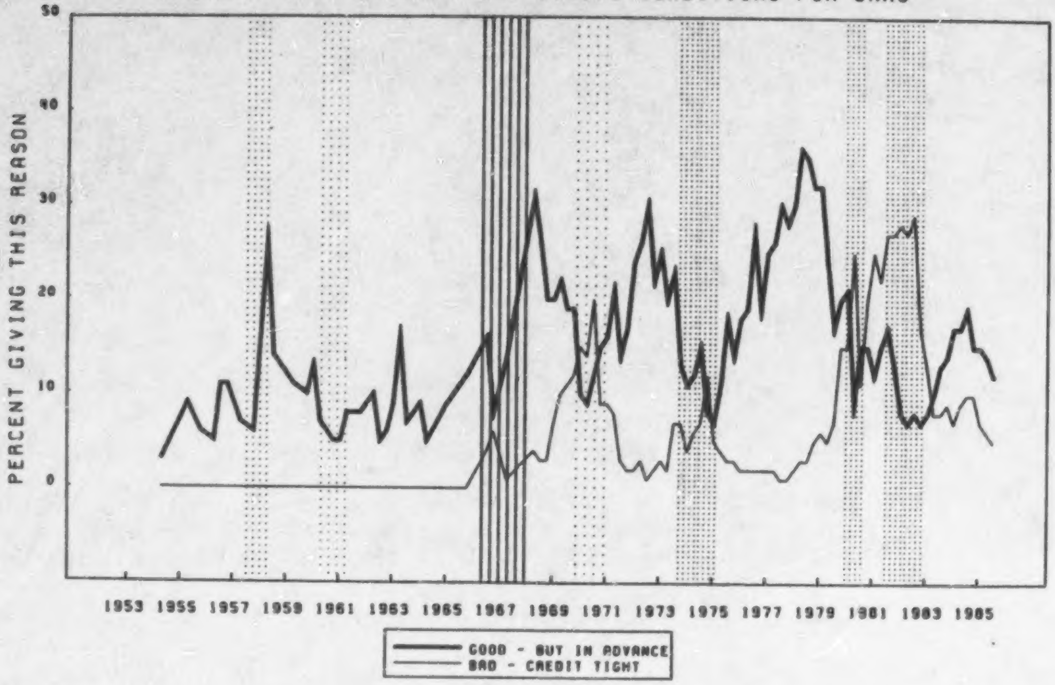


CHART 31B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

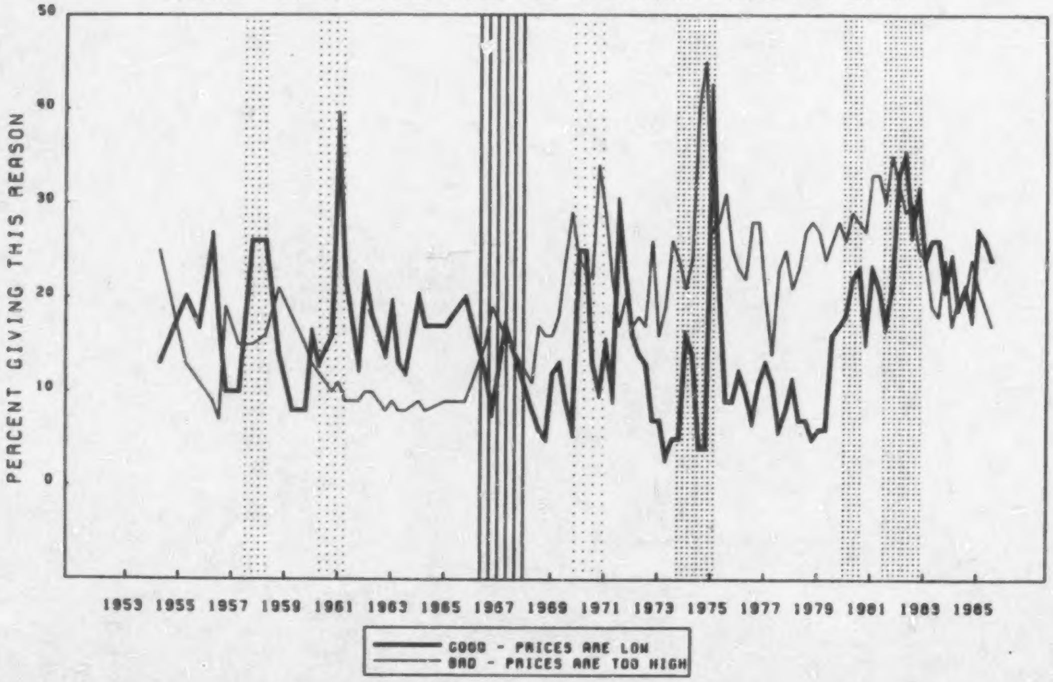


TABLE 31

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS +

	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985
A. ALL FAMILIES													
GOOD TIME TO BUY:													
Prices are low; good buys available	27%	31%	24%	26%	26%	21%	24%	19%	21%	18%	27%	26%	24%
Prices won't come down; are going higher	8	7	8	10	13	14	17	17	19	15	15	14	12
Interest rates low; credit is easy	7	19	33	40	33	20	22	19	19	16	23	29	39
New fuel efficient models	1	1	2	1	2	2	1	2	1	1	1	1	1
BAD TIME TO BUY:													
Prices are high	30	25	24	19	18	24	17	20	20	24	21	19	17
Interest rates are high; credit is tight	29	17	13	8	8	9	7	9	10	10	7	6	5
Lack of purchasing power	13	14	11	7	7	6	4	4	5	7	6	5	5
Price of gas; shortages	1	1	*	1	*	*	*	*	*	*	*	*	*
Poor selection; quality	8	7	5	5	4	6	4	3	4	4	4	4	3
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
GOOD TIME TO BUY:													
Prices are low; good buys available	35%	34%	30%	30%	30%	24%	28%	21%	24%	21%	32%	29%	27%
Prices won't come down; are going higher	9	6	8	11	15	16	19	20	22	17	15	17	11
Interest rates low; credit is easy	10	25	39	46	41	24	28	24	23	19	31	36	47
New fuel efficient models	2	1	1	1	1	3	1	2	2	1	1	2	1
BAD TIME TO BUY:													
Prices are high	29	25	20	17	16	22	16	17	19	22	18	16	14
Interest rates are high; credit is tight	30	19	13	6	7	9	7	9	11	10	7	6	5
Lack of purchasing power	10	10	5	4	5	4	2	3	3	5	3	4	3
Price of gas; shortages	1	*	*	*	*	*	*	*	*	*	*	*	*
Poor selection; quality	8	7	6	4	4	5	3	3	3	4	4	3	3

Responses to the query: "Why do you say so?" following the question on Table 30.

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

CHART 32 - RECENT CHANGES
PLANS TO PURCHASE AN AUTOMOBILE DURING THE NEXT 12 MONTHS

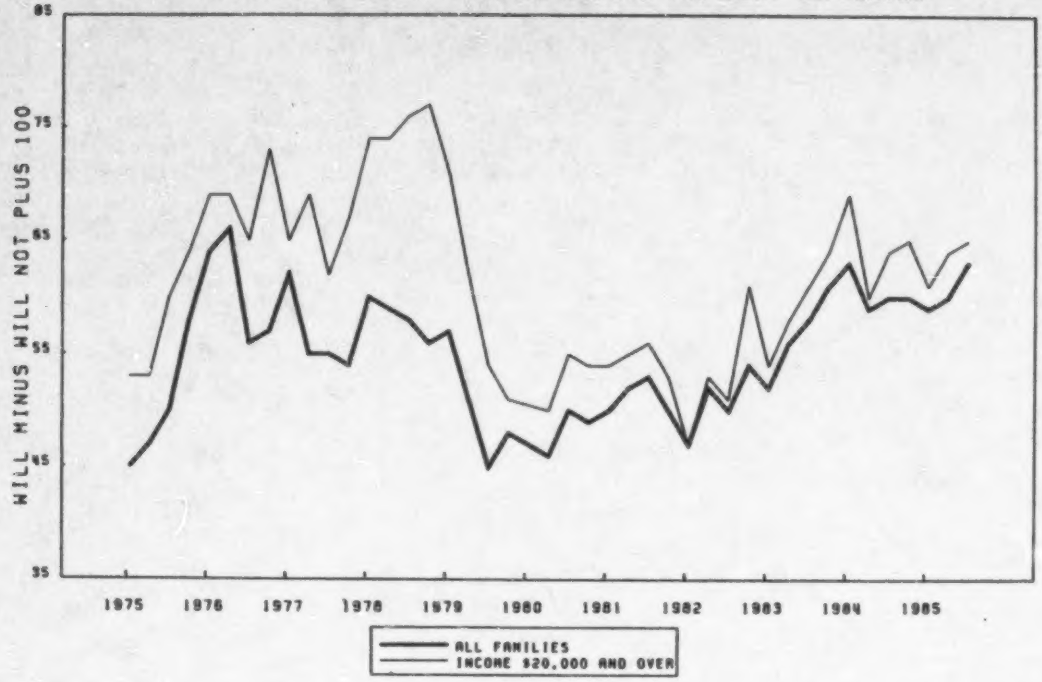


CHART 32 - HISTORICAL SERIES
PLANS TO PURCHASE AN AUTOMOBILE DURING THE NEXT 12 MONTHS

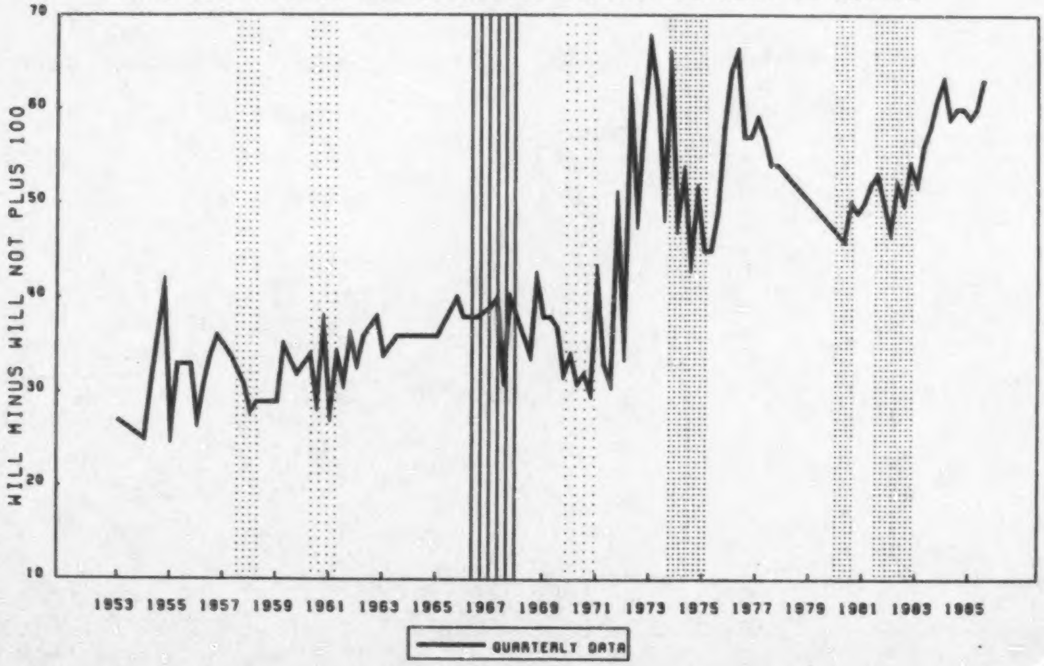


TABLE 32

PLANS TO PURCHASE AN AUTOMOBILE DURING THE NEXT 12 MONTHS

	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985
A. ALL FAMILIES													
PROBABLY WILL BUY	16%	19%	17%	19%	20%	21%	22%	20%	21%	20%	19%	20%	22%
CHANCES ARE EVEN	7	8	8	8	7	9	9	9	8	9	9	8	7
PROBABLY WILL NOT BUY	67	65	65	62	62	60	59	61	61	61	61	60	59
DK,NA	10	8	10	11	11	10	10	10	10	10	11	12	12
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
PROBABLY WILL BUY	21%	25%	22%	23%	25%	26%	29%	24%	26%	27%	25%	26%	27%
CHANCES ARE EVEN	7	8	8	9	8	9	10	9	8	9	9	8	7
PROBABLY WILL NOT BUY	70	64	68	65	64	62	59	63	62	62	63	63	62
DK,NA	2	3	2	3	3	3	2	4	4	2	3	3	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The question was: "What do you think are the chances that you (or anyone else in your family living there) will buy or lease a car during the next 12 months--would you say you probably will, probably will not, or are the chances about even, or what?"

TABLE 33

CURRENT VEHICLE PURCHASE INTENTIONS

	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985
A. ALL FAMILIES													
PROPORTION WITH CURRENT PURCHASE INTENTIONS:	23%	27%	25%	27%	27%	30%	31%	29%	29%	29%	28%	28%	29%
PURCHASE TYPE:													
Buy new	11	12	12	13	13	17	15	15	14	14	15	15	14
Buy used	10	12	11	12	12	10	14	12	12	13	12	11	13
Lease	1	2	1	1	1	2	1	1	2	1	1	1	1
DK,NA	1	1	1	1	1	1	1	1	1	1	*	1	1
PURCHASE TIMING:													
Next 3 months	4	4	3	3	4	4	3	4	4	5	3	5	5
Next 4-6 months	5	6	6	8	6	6	9	8	6	6	8	8	6
Next 7-9 months	3	6	7	8	4	9	7	7	4	8	9	6	5
10 months or more	5	6	5	3	7	7	6	5	8	6	5	5	8
DK,NA	6	5	4	5	6	4	6	5	7	4	3	4	5
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
PROPORTION WITH CURRENT PURCHASE INTENTIONS:	28%	33%	30%	32%	33%	35%	39%	33%	34%	36%	34%	34%	34%
PURCHASE TYPE:													
Buy new	15	17	17	18	17	22	21	17	20	20	22	20	18
Buy used	11	13	11	12	13	10	15	13	11	13	10	11	13
Lease	1	2	1	1	2	2	2	2	2	2	2	2	2
DK,NA	1	1	1	1	1	1	1	1	1	1	*	1	1
PURCHASE TIMING:													
Next 3 months	5	4	3	4	5	5	5	5	5	7	5	6	6
Next 4-6 months	6	7	8	10	8	8	12	9	9	8	11	11	7
Next 7-9 months	5	8	7	8	4	10	10	9	5	10	11	7	7
10 months or more	6	8	7	4	10	8	7	5	9	8	5	5	9
DK,NA	6	6	5	6	6	4	5	5	6	3	2	5	5

If response was "PROBABLY WILL BUY" or "CHANCES ARE EVEN" in Table 32, then the questions were: "If you do buy or lease a car, would it be a new car, or a used car?" , "Would you buy or lease?" and "When do you think you might buy or lease a car?"

* : Less than half of one percent.

TABLE 34

FUTURE VEHICLE PURCHASE INTENTIONS

	Jul-Sept 1982	Oct-Dec. 1982	Jan-Mar. 1983	Apr-June 1983	Jul-Sept 1983	Oct-Dec. 1983	Jan-Mar. 1984	Apr-June 1984	Jul-Sept 1984	Oct-Dec. 1984	Jan-Mar. 1985	Apr-June 1985	Jul-Sept 1985
A. ALL FAMILIES													
PROPORTION WITH FUTURE PURCHASE INTENTIONS:	67%	65%	65%	62%	62%	60%	59%	61%	61%	61%	61%	60%	59%
PURCHASE TYPE:													
Would buy new	38	37	33	37	34	35	33	34	34	33	34	35	34
Would buy used	27	26	30	24	26	24	24	26	25	27	26	24	24
DK,NA	2	2	2	1	2	1	2	1	2	1	1	1	1
PURCHASE TIMING:													
Less than 2 years	5	6	7	7	8	6	7	7	6	7	8	7	5
2 years	21	22	20	22	22	20	19	21	21	21	19	22	20
3 years	12	10	10	11	9	10	9	9	10	10	10	11	11
4 years or more	20	18	21	18	17	18	17	17	16	16	18	15	20
Indefinite	3	3	2	1	2	1	3	2	3	2	2	1	1
DK,NA	6	6	5	3	4	5	4	5	5	5	4	4	2
B. FAMILIES WITH INCOMES OF $20,000 AND OVER													
PROPORTION WITH FUTURE PURCHASE INTENTIONS:	70%	64%	68%	65%	64%	62%	59%	63%	62%	62%	63%	63%	62%
PURCHASE TYPE:													
Would buy new	48	40	41	42	41	42	38	42	38	39	40	42	41
Would buy used	21	22	26	22	22	19	19	20	22	22	23	20	20
DK,NA	1	2	1	1	1	1	2	1	2	1	*	1	1
PURCHASE TIMING:													
Less than 2 years	5	7	8	8	9	6	8	7	7	6	8	7	4
2 years	25	24	25	24	26	23	21	24	24	25	23	24	23
3 years	15	11	11	12	10	12	11	10	11	11	12	14	12
4 years or more	19	17	21	18	16	17	16	18	17	17	18	15	20
Indefinite	2	2	1	1	1	1	1	1	1	1	1	1	1
DK,NA	4	3	2	2	2	3	2	3	2	2	1	2	2

If response was "PROBABLY WILL NOT BUY" in Table 32, then the questions were: "If you were to buy a car, would it be a new car or a used car? and "How long do you think it may be before will buy or lease a car?"

* : Less than half of one percent.

EXPLANATORY CHARTS

CHART 1 - RECENT CHANGES
THE INDEX OF CONSUMER SENTIMENT

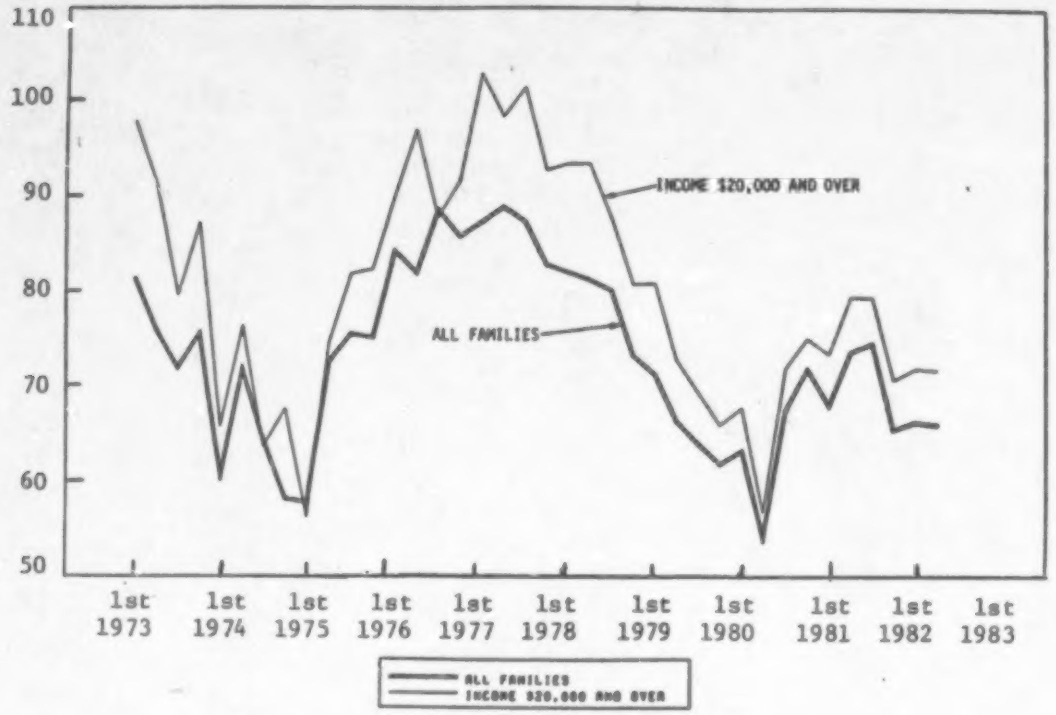
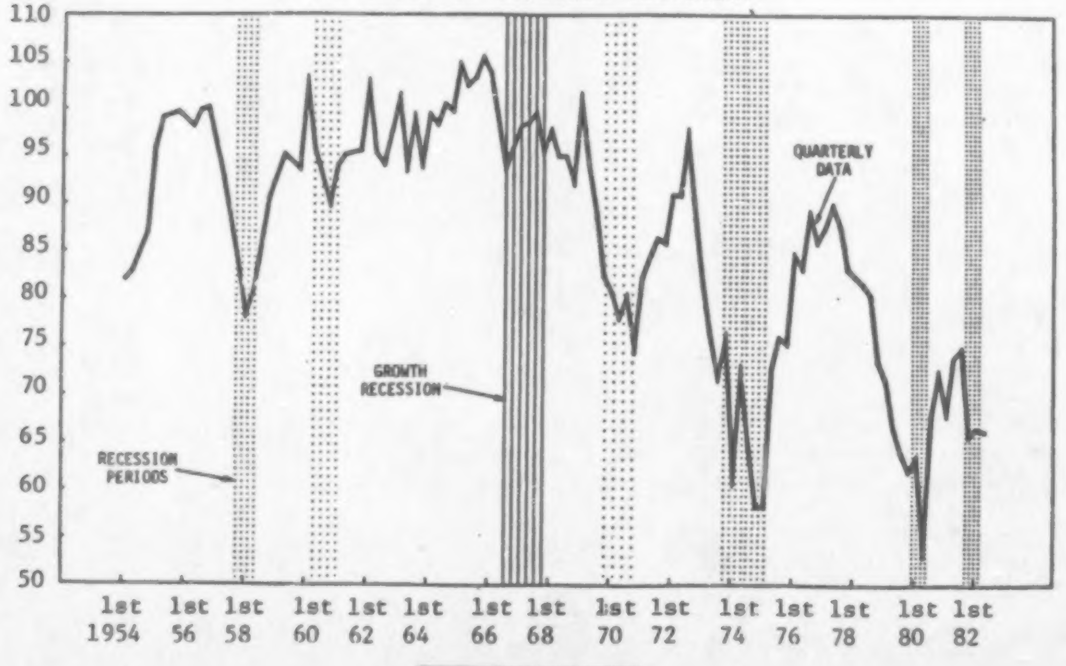


CHART 1 - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT



DESCRIPTION OF CHART LINES

ALL FAMILIES: Quarterly data for the total sample.

QUARTERLY DATA: Data collected by surveys conducted at three-month intervals before 1978, and collected in three monthly surveys per quarter from 1978 to the present.

TIME SCALE LABELS

Each tic mark on the time scale represents the first quarter of the indicated year.

NATIONAL BUREAU OF ECONOMIC RESEARCH, REFERENCE DATES FOR RECESSIONS

DATES:
November 1948 - October 1949
July 1953 - May 1954
August 1957 - April 1958
April 1960 - February 1961
June 1966 - November 1967*
December 1969 - November 1970
November 1973 - March 1975
January 1980 - July 1980
July 1981 - November 1982

Notes:

RECESSION PERIOD: Reduction in the national output of goods and services, generally lasting at least two quarters.

*GROWTH RECESSION: Retardation in the rate of growth of output and employment (usually followed by a recession and always the initial stage of a recession).

APPROXIMATE SAMPLING ERRORS[a] OF SURVEY FINDINGS

(In percentages by size of sample or subgroup)

Reported Percentages	Number of Interviews		
	700[b]	1,400[c]	2,100[d]
50	4.2	3.2	2.8
30 or 70	3.8	2.9	2.5
20 or 80	3.4	2.6	2.2
10 or 90	2.5	1.9	1.6
5 or 95	1.8	1.4	1.2

---

[a] The figures in this table represent two standard errors. Hence, for most items the chances are 95 in 100 that the value being estimated lies within a range equal to the reported percentages, plus or minus the sampling error.

[b] Average size of monthly surveys.

[c] Average size of two monthly surveys.

[d] Average size of three monthly surveys (one quarter).

SEPTEMBER 1985 QUARTERLY REPORT

Surveys of Consumer Attitudes

Richard T. Curtin, *Director*

Third Quarter Surveys
July-September 1985

October 11, 1985

INTEREST RATE REDUCTIONS PROPEL BUYING ATTITUDES TO NEW PEAKS

Page

HIGHLIGHTS 2

HOME BUYING ATTITUDES REACH RECORD FAVORABLE LEVEL 3

RECORD AUTO BUYING ATTITUDES SUSTAINED BY INTEREST RATE REDUCTIONS 3

PERSONAL FINANCES REMAIN FAVORABLE 4

SLOW GROWTH LIMITS JOB PROSPECTS 5

SUMMARY OUTLOOK. 6

ATTACHMENTS

JULY-SEPTEMBER 1985 TABLES AND CHARTS

SUMMER 1985 ECONOMIC OUTLOOK USA

Monitoring Economic Change Program
Institute for Social Research • P.O. Box 1248 • Ann Arbor, Michigan 48106-1248 • (313) 763-5224

HIGHLIGHTS

- In the third quarter 1985 survey, the Index of Consumer Sentiment was 92.8, just below the 94.3 recorded one quarter earlier, and down from 98.9 one year earlier. The small declined recorded during the past year reflects the expectation that economic growth will remain slow, yielding no further declines in unemployment. Nonetheless, this was the tenth consecutive quarter with an Index figure in the 90s—ranging from 91.5 to 99.5—the longest and highest sustained period of consumer optimism recorded since the 1960s. Moreover, discounts on prices and interest rates have propelled consumer buying attitudes to new all time record levels in the third quarter 1985 survey.

- Among families with incomes of $25,000 or more, the Index stood at 102.4 in the third quarter survey, down from 104.2 in the second quarter, and 107.9 in the third quarter of 1984.

- More families favorably rated buying conditions for homes in the third quarter 1985 survey than at any other time in the history of these surveys. Among all families, 71 percent held favorable home buying attitudes, surpassing the prior record of 65 percent recorded in 1977. The availability of reduced mortgage interest rates was mentioned by 52 percent of all families, the highest level ever recorded. These record home buying attitudes were also supported by the most favorable perceptions of market prices for homes in more than twenty years.

- The third quarter 1985 survey also recorded the most favorable evaluations of buying conditions for new vehicles in more than thirty years. Among all families, 67 percent held favorable car buying attitudes in both the second and third quarter 1985 surveys, substantially above the prior cyclical peak of 51 percent recorded in the second quarter of 1978. Reports about the availability of reduced interest rates on vehicle loans doubled in frequency during the past year, and have been primarily responsible for the resurgence in favorable vehicle buying attitudes.

- Many fewer consumers expected the economy to improve during the year ahead in the third quarter 1985 survey (25 percent) than one year earlier (33 percent), or at the 1983 cyclical peak (52 percent). Although the 25 percent recorded in the third quarter is the lowest level since early 1980, there has only been a small increase in the proportion of families that expected the national economy to actually worsen—15 percent in the third quarter of 1985, just above the 14 percent recorded one year earlier. The shift in consumer opinion has been toward the view that the economy would continue on its current slow pace of expansion—reported by 57 percent in the third quarter, up from 49 percent one year earlier, and the highest level since the 1960s.

• • •

The response of consumers to the recent interest rate reductions has demonstrated not only their willingness to spend, but also their resolve to wait for discounts on prices and interest rates. The maintenance of high sales levels depends on the continuation of these discounts.

Although consumers now believe that the upward momentum in the economy has been drained, few expect actual declines to follow. Good economic news has now lost its ability to stimulate further improvement in sentiment due to habituation—for example, the recent news about the low level of inflation attracted little attention. As a result of habituation to favorable news, consumers have become more sensitive to unfavorable developments. But isolated bits of news lack the ability to sustain widespread and cumulative changes in mass attitudes. Cumulative declines in sentiment require a focal point to integrate diverse economic developments. None has yet emerged—neither of the twin deficits has served this function for consumers. And some of the traditionally important components of a gathering storm are missing, namely, rising concern with inflation and falling confidence in the government's ability to maintain the current expansion.

Home Buying Attitudes Reach Record Favorable Level

Attitudes toward buying conditions for homes reached a new all time favorable level in the third quarter 1985 survey. Favorable home buying attitudes were held by 71 percent of all families in the third quarter 1985 survey, up from 50 percent one year earlier. This surpasses the prior cyclical high of 64 percent recorded in the second quarters of both 1983 and 1985, and is above the prior peak of 65 percent recorded in the second quarter of 1977.

The resurgence of favorable home buying attitudes during the past year has been due to declines in mortgage interest rates. In the third quarter 1985 survey, 52 percent of all families cited reductions in mortgage rates in support of their favorable views, more than twice the 22 percent recorded one year earlier (see Table A). And complaints about high mortgage interest rates fell to 14 percent in the third quarter of 1985 from 38 percent one year earlier. Unlike the rebound in home buying attitudes in early 1984, which was propelled by more frequent reference to borrowing-in-advance of potential interest rate increases, the current resurgence has not been accompanied by increased concern that the declines would be brief. In the third quarter 1985 survey, just 5 percent of all families cited the advantage of borrowing-in-advance, down from 14 percent one year earlier, and the peak of 20 percent in the second quarter of 1984.

Favorable perceptions of market prices for homes also supported these very positive home buying attitudes. Among all families in the third quarter 1985 survey, 23 percent referred to the availability of good buys on homes, up from 14 percent one year earlier, and replicating the 20 year peak last recorded in early 1983. In comparison, 12 percent of all families in the third quarter of 1985 survey complained about high home prices, the lowest level in more than two decades.

Record Auto Buying Attitudes Sustained by Interest Rate Reductions

Attitudes toward buying conditions for vehicles reached a new record level in the third quarter 1985 survey. Among all families, 67 percent held favorable car buying attitudes in the third quarter, unchanged from the second quarter 1985 reading. Unfavorable vehicle buying attitudes, however, fell slightly to 24 from 27 percent, making the third quarter the most favorable balance of opinion ever recorded.

Interest rate reductions offered by vehicle manufactures have been responsible for sustaining buying attitudes at these very favorable levels. Among all families in the third quarter 1985 survey, 38 percent cited reduced interest rates when asked to explain their views, up from 29 percent in the second quarter, and nearly three times the 13 percent recorded one year earlier (see Table A). Price discounts on new vehicles were mentioned by 24 percent of all families in the third quarter, just below the 26 percent in the second quarter and slightly above the 21 percent recorded one year earlier.

Favorable attitudes toward buying conditions for large household durables were held by 72 percent of all families in the third quarter 1985 survey, just below the all-time peak of 74 percent recorded both one and two quarters earlier. Favorable perceptions of market prices for household durables have been primarily responsible for the maintenance of buying attitudes at record levels. Among all families in the third quarter of 1985 survey, 38 percent mentioned the availability of discounted prices, compared with just 12 percent that registered complaints about high prices. Perceptions of market prices for household durable goods have been more favorable during the past two years than at any time since the early 1960s.

Personal Finances Remain Favorable

The personal financial situation of American families remained favorable in the third quarter 1985 survey. An improved financial situation was reported by 42 percent of all families in the third quarter survey, between the 41 percent recorded in the second quarter of 1985 and the cyclical peak of 45 percent recorded one year earlier. Even after this small decline, evaluations of financial progress have remained more favorable than at anytime during the prior 10 years. Twice as many families reported income increases as reported declines in the third quarter 1985 survey (32 versus 15 percent), a somewhat smaller margin than a year ago (36 versus 13 percent). B On balance consumers continue to hold a positive outlook for their financial situation during the year ahead. In the third quarter 1985 survey, 35 percent of all families expected their financial situation to improve, just below the 37 percent recorded one year earlier, and the cyclical peak of 41 percent recorded at the start of 1984. Just 12 percent of all families in the second quarter 1985 survey expected their financial situation to worsen during the year ahead.

The small decline in financial prospects can be traced to less favorable income expectations. Among all families in the third quarter survey, 56 percent expected income increases, down from 64 percent one year earlier. Income declines were expected by 14 percent of all families in the third quarter, unchanged from the second quarter reading, and above the year earlier figure of 11 percent. Slower growth in nominal incomes was partially offset as consumers expected the annual rate of inflation to average 4.2% in the third quarter, the lowest quarterly reading in more than a decade.

The continuation of favorable personal financial prospects has maintained consumers' willingness to use accumulated savings or to incur new debt in order to make major purchases. Among all families in the third quarter survey, 36 percent reported their willingness to use savings, just below the 40 percent cyclical peak recorded one year earlier (see Table B). Willingness to incur new debt was reported by 29 percent of all families in the third quarter 1985 survey, up from 27 percent one and two years earlier (see Table C).

Slow Growth Limits Job Prospects

During the past two years there has been a sharp decline in the proportion of consumers that expected continued improvement in the national economy. In the third quarter 1985 survey, 25 percent of all families expected the economy to improve, down from 33 percent one year earlier, and the all time peak of 52 percent in the second quarter of 1983. This sharp fall in favorable expectations, however, was not mirrored by a comparably sharp rise in unfavorable expectations. A worsening economy was expected by only 15 percent of all families in the third quarter 1985 survey, just above the 14 percent recorded in 1984. Most of the shift in opinion during the past two years has been towards the expectation that the performance of the national economy would remain unchanged during the year ahead, rising to 57 percent in the third quarter of 1985, from 49 percent in 1984, and 39 percent in 1983.

Because slower growth but no recession is expected, consumers view the economic outlook in somewhat dulled but nonetheless favorable terms. Among all families in the third quarter survey, 55 percent expected good times financially in the economy as a whole during the year ahead, down from 63 percent one year earlier. Although the third quarter 1985 reading is the lowest level recorded during the past two years, it remains as favorable as the late 1970s peak.

The primary concern expressed by consumers about the outlook for continued slow economic growth involves limited job prospects. When consumers were asked about recent economic developments that they had heard and could recall, references to gains in employment fell to 13 percent in the third quarter of 1985, from 20 percent one year earlier, while reports of rising unemployment increased to 22 from 14 percent. The proportion of families that expected the national unemployment rate to decline during the year ahead fell to just 15 percent in the third quarter 1985 survey, from 25 percent one year earlier, and a high of 40 percent in 1983. A rising unemployment rate was expected by 29 percent of all families in the third quarter of 1985, up from 21 percent in 1984 and a low of 15 percent in 1983. That only small change were foreseen is supported by the majority opinion (54 percent) that the unemployment rate would remain largely unchanged during the year ahead.

Summary Outlook

The response of consumers to the recent interest rate reductions has demonstrated not only their willingness to spend, but also their resolve to wait for discounts on prices and interest rates. The maintenance of high sales levels depends on the continuation of these discounts.

Although consumers now believe that the upward momentum in the economy has been drained, few expect actual declines to follow. Good economic news has now lost its ability to stimulate further improvement in sentiment due to habituation—for example, the recent news about the low level of inflation attracted little attention. As a result of habituation to favorable news, consumers have become more sensitive to unfavorable developments. But isolated bits of news lack the ability to sustain widespread and cumulative changes in mass attitudes. Cumulative declines in sentiment require a focal point to integrate diverse economic developments. None has yet emerged—neither of the twin deficits has served this function for consumers. And some of the traditionally important components of a gathering storm are missing, namely, rising concern with inflation and falling confidence in the government's ability to maintain the current expansion.

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The third quarter 1985 survey included 1945 interviews conducted between July 5 and September 27, 1985.

TABLE A

REFERENCES TO INTEREST RATES IN SUPPORT OF FAVORABLE BUYING CONDITIONS

Survey Date	Durables		Houses		Vehicles	
	Low Rates	BiA Rates	Low Rates	BiA Rates	Low Rates	BiA Rates
Jan-Mar 1980	1	3	2	7	1	2
Apr-Jun 1980	1	2	6	3	2	1
Jul-Sep 1980	3	2	16	9	2	1
Oct-Dec 1980	1	2	3	8	1	2
Jan-Mar 1981	1	1	1	4	2	1
Apr-Jun 1981	*	2	3	4	2	1
Jul-Sep 1981	1	1	3	4	3	1
Oct-Dec 1981	1	1	2	2	4	*
Jan-Mar 1982	1	1	4	3	3	1
Apr-Jun 1982	1	1	4	2	8	1
Jul-Sep 1982	2	1	7	3	6	1
Oct-Dec 1982	5	1	25	5	18	1
Jan-Mar 1983	7	1	35	5	31	1
Apr-Jun 1983	12	2	48	9	38	2
Jul-Sep 1983	11	2	36	11	30	3
Oct-Dec 1983	6	1	29	10	18	2
Jan-Mar 1984	8	2	36	11	19	3
Apr-Jun 1984	7	5	25	20	14	6
Jul-Sep 1984	6	3	22	14	13	6
Oct-Dec 1984	8	3	30	9	12	3
Jan-Mar 1985	9	2	41	8	22	2
Apr-Jun 1985	10	2	40	9	26	3
Jul-Sep 1985	14	1	52	5	38	1

NOTE: The proportions given above provide greater detail than is reported in the quarterly tables (see Tables 27, 29, and 31). The quarterly tables report the total proportion of respondents that made favorable references to credit conditions. The figures above divide this total into those respondents that referred to the current availability of low interest rates, and those that referred to borrowing-in-advance of rising interest rates.

TABLE B

OPINIONS ABOUT WHETHER NOW IS A GOOD TIME TO USE SAVINGS FOR MAJOR PURCHASES

(Percentage distribution of families with savings)

Survey Date	Use of Savings...				Total	# cases	Relative score
	OK; not reluctant	Pro-con	Not OK; reluctant	Don't know; NA			
Jul-Sep 1980	30%	1%	60%	9%	100%	616	70
Jul-Sep 1981	29	1	68	2	100	2044	61
Jul-Sep 1982	25	1	72	2	100	1906	53
Jul-Sep 1983	36	*	62	2	100	1868	74
Jul-Sep 1984	40	1	58	1	100	1876	82
Jul-Sep 1985	36	*	62	2	100	1809	74

* Less than 0.5 percent.

The question was: "If there were a major purchase that you wanted to make, do you think now is a time when it would be O.K. to use some of your savings or is now a time when you would be especially reluctant to use some of your savings?"

TABLE C

OPINIONS ABOUT WHETHER NOW IS A GOOD TIME TO USE CREDIT FOR MAJOR PURCHASES

Survey Date	Use of Credit...				Total	# cases	Relative score
	OK; not reluctant	Pro-con	Not OK; reluctant	Don't know; NA			
Jul-Sep 1980	15	1	83	1	100	1793	32
Jul-Sep 1981	13	1	83	3	100	2071	30
Jul-Sep 1982	12	1	85	2	100	2083	27
Jul-Sep 1983	27	1	71	1	100	2057	56
Jul-Sep 1984	27	*	72	1	100	2029	55
Jul-Sep 1985	29	*	70	1	100	1945	59

* Less than 0.5 percent.

The question was: "If there were something that you wanted to buy, do you think that now is a time when it would be O.K. for you to buy it on credit, or is now a time when you would be especially reluctant to take on new debt?"